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## PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

VOL. CLXX, No. 7

NEW YORK, FEBRUARY 14, 1935

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THE VITAL SECTION WAYES THE WINNER

THE priceless difference between "a race horse" and "a great race horse" is often just an infinitesimal "something." A similar striking distinction exists between ordinary, irons and steels and those into which a small quantity of "Moly" has been injected.

But, visualizing such technicalities calls for more than the ordinary advertising formulae. By alloying dull facts with apt metaphor, the advertising for the Climax Molybdenum Company has acquired unusual interest in the heavy industries.

Already the recipient of several merit awards for advertising of its type, "Moly" advertising continues to appear with a newness of thought that month after month fetches inquiries by the fistful from business executives and metallurgical engineers throughout the world.

#### N. W. AYER & SON, INC.

Advertising Headquarters: WASHINGTON SQUARE, PHILADELPHIA NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

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#### "YOU'RE THE TOP"-



Des Moines Register and Tribune readers are the "Top Third" in lowa purchasing power

Over quarter million circulation daily or Sunday Lowest milline rates in Iowa

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#### PRINTERS' INK

New York, February 14, 1935

#### This Week

SUCCESS story in reverse: Sometimes advertising fails. In fact, in this week's leading article, Cy Norton, sales promotion manager of Strathmore Paper, lists and describes advertising failures to the number of fifteen. Fifteen failure stories.

And why the failures? Mr. Norton analyzes each of the instances and isolates the cause. Generally the reason is inadequate follow-up and faulty co-relation.

Too often, advertising is left hanging in the air—as futile as a dangling participle.

Significant, too, is the fact that Mr. Norton's list of causes should include at least one instance of an advertiser's failure to live up to his advertised promises.

Do you hear that clatter? It's the slamming of barn doors. Of course, barn doors never slam until after horses have been stolen. This week C. B. Larrabee identifies the horses. He views the embarrassing plight of the public utilities. Their backs are against the wall. They've used—sometimes awkwardly—every public-relations implement. What next? Mr. Larrabee suggests that, although institutional advertising has done much for the utilities, they need, now, to get down to earth. They need to talk to John Q. Public right where he lives.

Well, there is to be a new bill for the regulation of the advertising of foods, drugs, and cosmetics. In a lively battle in committee—a battle in which the issue was whether S. 5 was to be reported out, to the exclusion of a hearing—the Department of Agriculture lost a skirmish; and now the projected statute goes into the custody of a sub-committee that will hold hearings and listen to proposed alternatives and amendments.

If sales quotas are boosted, their attainment will become automatic, if—, "If" specifies Henry Simler, president and general manager of the American Writing Machine Co., "we properly use advertising, sales helps, prices, product, more salesmen, and bonuses or special incentives for the manager and his salesmen." Mr. Simler explains how, in his company, quota-figuring is divested of the element of guesswork.

Lexington and Concord to the contrary notwithstanding, the American farmer doesn't take naturally to arms. Normally, he's no embattled rebel. And the stories of agrarian revolt in the hinterland have been exaggerated. Mainly, writes Henry J. Haskell, editor of the Kansas City Star, the trouble has been too much hay on the ground. Which is another way of saying that, in its agricultural undertakings, the Government has surveyed more land than it can work.

Of course, the most willing and most prolific argufier about writing is a writer. Now comes Samuel Carter 3rd, of the bureau of advertising of the A. N. P. A., to prove that when Marsh (Old Man Specific) Powers counseled copysmiths to go to the poets, he (Mr. Marsh) was more than dewy wet. The title: "Rupert Brooke and Sales."

If the brush line of the Wooster Brush Company were rolled down a mountainside, it would sound like

Feb.

an avalanche. The company makes styles and sizes and kinds to the number of more than 2,000. And how shall a dealer select which to carry? The answer is a model-stock plan, with interesting and helpful refinements.

"It seems illogical," remarks Allen E. Norman, advertising promotion manager of the Fawcett Women's Group, "to set a definite income point, beyond which people automatically top the rise of wretchedness and enter Elysian lanes of living." That's a sample of the sprightly style in which Mr. Norman answers, the thesis of Chester Wright that "life begins at \$40." Forsooth, forsooth Mr. Wright, life goes on—under \$40!

Business-paper space isn't cheap. Its rates are lower than the rates of general magazines, but its concentration is more intensive and, hence, its reader cost is higher. Business-paper space ought to be bought with care. Edwin G. Jacobi, buyer of business space for McCann-Erickson, tells how business papers may be appraised.

A reader asks about adjusting salesmen's compensation to stepup slow-moving items. Answering,
P. I. concedes that dollar-talk will
move salesmen to move almost anything, but suggests a thoroughgoing study of factors, besides money,
that need managerial attention.

"Partners in Plunder," newest effort of Consumers' Research (by authors J. B. Mathews and R. E. Shallcross) promises to explode dynamite in high places; but the volume achieves nothing more than a sizzling of wet, warmed-over powder.

#### CONTENTS

When Advertising Fails7 CY NORTON	Rupert Brooke and Sales7 SAMUEL CARTER, III
Copeland Bill Sidetracked12	And Now the Gas Pump7
Backs to the Wall	Business Papers Appraised 8 EDWIN G. JACOBI
Sales Quotas and Profits37 HENRY SIMLER	Adjusted Commissions Help Move Slow-Movers8
Retailers' Own Brands41 A. WINEBURGH	It's Really Sold Only When Retailer Sells It
Too Much Hay on the Ground: A Farm Picture	Life Goes On-Under \$40 10
P. I. Advertising Index	Wolf Award to Hoffman11
L. D. H. WELD	Public Projects a Source for Direct-Mail Ideas
Partners in Blunder56	
More Than Just Brushes 61	Editorials12
WALT R. FOR	February Magazine Advertising . 12
I See Where	The Little Schoolmaster's Class-

14, 1935 ve and.

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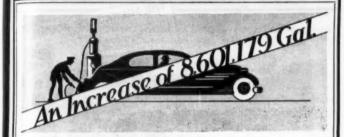
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In Rhode Island a total sale of 108,818,247 gallons of gasoline during 1934 proved a gain of 8.6 per cent over sales of the previous year.

THE BIGGEST YEAR EVER, in the history of gasoline sales, showed ten months of record-breaking increases. Sales totals for each of these ten months exceeded each corresponding month of the preceding year and piled up an all-time record in number of gallons sold.

SUBSTANTIAL REGISTRATION GAINS made during 1934 point to even greater demand for gasoline in 1935. Opportunity for increased sales is evidenced through improved employment conditions and bigger payrolls. If you seek an active automotive market, turn to Rhode Island.

#### Providence Journal-Bulletin

CHARLES N .EDDV CO

SAN FRANCISCO

188 ANGENE

No. of Con-

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for
....114
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sing .124

Help

Re-



 Full page in four colors in Wisconsin's most-read Sunday Comic Section for \$490.

- Reaches twenty families with a tabloid page for five cents, one thousand families for \$2.50.
- Page dominance at half-page price—with smaller units and center spread also available. Foot pieces offer excellent test opportunities—70 lines at \$35 per week.
- More man-interest than the sport pages—more woman-interest than the society section—and 100% coverage of the children "thrown in".
- Sure-fire attention of 200,000 families, at home and at leisure. Investigate this bargain!

## THE MILWAUKEE JOURNAL

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

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When Advertising Fails

Fifteen Stories Showing Cause Is Usually Poor Follow-up and Faulty Co-relation with Selling

By Cy Norton

Manager, Sales Promotion, Strathmore Paper Company

DVERTISING is required to get actual, tangible results. A It must sell merchandise. It must produce inquiries. It must create prestige. It must justify its expense. And advertising must do all of these things in the face of uncertain business conditions and intense competition.

Most advertising does produce results. Right. Still some does not, and frequently such advertising is blamed when the real fault lies elsewhere! For

advertising may be properly planned, designed, written and placed,

yet fail. Why?

Here are fifteen cases where some other factor, often the human element, definitely hinders advertising in producing results.

1. A chain of gas stations advertised a popular standard make of tires available at all of its stations. But the station attendants neglected to even mention tires to customers buying gas and

Failure No. 1-to instruct salesmen to follow up the advertising

at the point-of-sale.

2. A store advertised a new product with many appealing sales An interested prospect visited the store, located the proper counter and article and had this conversation with the clerk.

Prospect-"May I see the-Clerk-"Yeah. Here it is." (Passes it over counter)

Prospect—"This is new, isn't it ?"

Clerk-"Yup."

Prospect-"Is it any good?" Clerk—"I guess so."
Prospect—"What does it do that

the old product doesn't do?"

Clerk-"Oh, it is a little better than the old one."

Prospect-"Have you sold any yet?"

Clerk-"No."

Prospect walked out. He was willing to buy when he came in!

Failure No. 2-to inform the clerks on sales points of new products and then verify that they intelligently present at least the most important sales points.

3. A certain manufacturer designed very attractive counter cards which the salesmen were to place with the dealers to help sell merchandise faster by advertising it at the point-of-sale.

A check-up revealed that a goodly percentage of the men were not distributing the counter cards or selling their value and use to the retailers.

Failure No. 3-to sell the salesmen the value and need for distributing sales tools designed to

help increase sales.

4. A national distributor of woolen goods was dissatisfied with his sales volume, made a survey of one section of the market and learned that his salesmen were selling his goods to store buyers but that the goods did not move reasonably fast off the retailers' shelves. He further learned that the salesmen were not contacting

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b. 14, 1935

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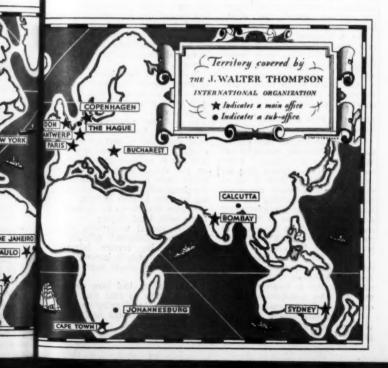
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# Only 9 agencies in the a total busines. J. Walter Thompson Co.

This international organization makes available to clients, wherever located, the most recent developments in advertising technique and experience in all parts of the world.



inequal to that of Oreign Offices...



the advertising or promotion managers of stores to suggest local advertising and promotion to resell the goods to the consumer.

Failure No. 4—to instruct salesman that he had two jobs to do—1, to sell goods to the store buyer; 2, to contact advertising, promotion or merchandise managers to arrange local advertising to re-sell the goods to the public so that re-orders would be forthcoming.

5. A manufacturer mailed an advertisement broadcast and sent copies to the dealers and their salesmen. The latter skimmed the advertising copy and threw it away. They made no effort whatsoever to tie into the advertising because they did not know how to use advertising in their selling.

Failure No. 5—to specifically instruct salesmen in the purpose and sales uses of advertising.

6. A store advertised a special sale in large space. A prospective customer entered the store, located the counter, found two clerks busily engaged in conversation. After a tiresome wait of about two minutes, one clerk broke loose and said, "Do you want something?" The customer decided he didn't.

Failure No. 6—to train clerks to render prompt attention and courteous service.

#### Failure to Plan a Standard Sales Story

7. A manufacturer devised an elaborate advertising campaign and held meetings with dealers' salesmen to carefully explain what the campaign meant to them in opportunity. Each salesman was given the privilege of building his own sales story around the advertising and over 75 per cent of the salesmen failed to tell an interesting or practical story from a sales viewpoint. Result, lost orders.

Failure No. 7—of the home office to plan a standard sales story

Failure No. 7—of the home office to plan a standard sales story for each salesman to follow definitely in order to insure the story and its sales possibilities getting over in an effective manner.

8. A concern with a large advertising appropriation decided to present its salesmen with comprehensive portfolios to help sell the dealers the value and completeness of the advertising schedule. Large, heavy portfolios were given to the men. But they were used in very few instances because the salesmen decided that they were too big and cumbersome and that they could sell without them as they had done in the past.

Failure No. 8—to secure the cooperation of the salesmen in order that their selling might be more effective and remunerative through the use of portfolios.

#### Poor Results from Poor Timing

9. A manufacturer carefully built an advertising campaign to start on a certain date. Jobbers were advised and given promotion material not to be used until the scheduled advertising started several days later.

The advertising started on time but many of the jobbers' salesmen had meanwhile lost some of their initial enthusiasm due to the delay and were pushing other products on which some brand new advertising and sales helps had just been received.

Failure No. 9—properly to coordinate advertising and selling and allow no lapse of time to destroy initial interest and enthusiasm of jobbers.

10. A store advertised certain merchandise but the department head neglected to arrange special displays of the merchandise which was left in an inconspicuous place on the shelf. Consequently, the clerks made no special sales drive simultaneously with the advertising in order to cash in fully.

Failure No. 10—to tie up advertising with local display.

11. A special advertising campaign was launched offering a booklet giving further information and full details impossible to include in any single page advertisement.

The booklets had been delayed in production so that they were not ready for distribution until three weeks after the first advertisements appeared.

(Continued on page 118)

14, 1935

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ANNOUNCES

the appointment of

WILLIAMS, LAWRENCE & CRESMER CO.

as its Pacific Coast representative

WITH OFFICES AT

San Francisco . . . . 210 Chronicle Building

Los Angeles . . . . 433 South Spring Street

#### Copeland Bill Sidetracked

Senate Committee Orders Public Hearings, and New Food Law Will Be Written

> Printers' Ink Bureau Washington, D. C. February 13

UP to this morning (Wednesday) it was all set that the rewritten version of Senator Copeland's new food, drugs and cosmetics bill (S.5) would be reported out of committee when the Senate met at twelve o'clock today. This would have shut off all public hearings and made it necessary to fight out on the floor of the Senate any amendments or revisions that might be desired.

But fate—or perhaps, more accurately, the Senate Commerce Committee—intervened. Overriding the strenuous protests of Senator Copeland, the Committee refused to report out the bill. Instead, it ordered that public hearings should be held at a date to be announced later and that a new bill should be written.

Senator Bennett Champ Clark, of Missouri, was named as chairman of the sub-committee to conduct the hearing. The other members are Senator McNary, of Oregon and Senator Hattie Caraway, of Arkansas.

Senators Clark and McNary are remarkably able citizens. Both are lawyers of high repute, and Senator McNary has long officiated as judge in the courts of his State. It will be under the direction of these two that the new bill will be written.

The notable thing about the make-up of this committee is not only that Senators Clark and Mc-Nary are highly capable lawyers but that they are not at all rampant in their support of the New Deal. It is to be expected as a matter of course, therefore, that the ambitious desire of the Department of Agriculture to lord it over the foods, drugs and cosmetics industries will probably not be realized.

Your correspondent hopes that Senator Caraway will not think she is being belittled by all these references to her two fellow committeemen. There is no intention to convey any impression of this kind but rather to point out how significant it is, under the circumstances, for Senators Clark and McNary to be entrusted with the writing of a bill which all along has been supposed to be a pet Administration measure.

#### Extent of Administration Sponsorship

As a matter of fact, the Administration has never sponsored any of the Tugwell or Copeland bills—that is, not the Administration as personified by President Roosevelt himself. The Administration that has pushed and helped fashion the proposed legislation is of course the Food and Drug Administration. In this respect and in no other was the Copeland Bill an Administration affair.

Here is how it all came about:
On January 4, Senator Copeland
introduced S. 5 and the bill was
promptly referred to the Commerce
Committee. A few days later Senator McCarran introduced S. 580.
This was written by Charles
Wesley Dunn, counsel of the Associated Grocery Manufacturers of

The story goes that Mr. Dunn took his bill to Senator Copeland and suggested that he introduce it in place of the measure the Senator had prepared. Mr. Copeland's counter proposal was that he would introduce his bill and have Senator McCarran introduce Mr. Dunn's bill. Then, out of the two, a really satisfactory measure could be fashioned.

At once there ensued a series of conferences between Mr. Dunn; Ole Salthe, representing Senator Copeland; and Food Administrator Campbell. It was the task of Mr. Dunn and Mr. Salthe to secure Mr. Campbell's acquiescence to

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More New York City women paying over \$2 for millinery are reached in their homes per advertising dollar by The New York Times than by any other newspaper.—From Polk Consumer Census.

THE NEW SAKS 34th provides the latest styles for New York women, even for those with limited purse. To reach these searchers for style Saks 34th used more advertising in The New York Times in 1934 than in any other newspaper.

### The New York Times

NET PAID SALE AVERAGES
470,000 WEEKDAYS - 4 - 730,000 SUNDAYS

Feb. 14,

is not to be SNEEZED AT

WHEN winter comes, a cold in Chicago is a civic institution. At the Mortons are no less civic-minded than their neighbor when they start coughing they mean business—to manufacture and retailers of cough remedies.

They mean BIG business, we might add, for the Mortons a typical of hundreds of thousands of other AMERICAN families we read the Chicago American every night. Count 4 members to exof these families, add an icy wind from the lake and you get on 1,500,000 men, women and children who may be depended upon have at least one cold this winter.

Germs are not particular what company they keep. They're just a much at home on Lake Shore Drive as on Halsted Street. The points: The American has the largest evening circulation in Chicag Obviously, this is your best market for selling aspirin, bicarbonatiough drops and syrups, sprays, hot water bottles, thermometer and prescriptions. And it's yours for the—advertising.

KERCHEW! Pardon us-we've got a cold.

## CHICAGO

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NATIONAL REPRESENTATIV

Feb. 14, 1935

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## 637.HAVENT MOVED

INTHREE YEARS

WORCESTER'S stability of buying habits and buying power is strikingly illustrated by the 1934 ERA census of homes in Worcester and the Worcester area. Of 64,140 dwelling units studied

63% Have Been Occupied by the Same Families for 3 Years or More

49% Have Been Occupied by the Same Families for 5 Years or More

18% Have Been Occupied by the Same Families for 10 Years or More

12% Have Been Occupied by the Same Families for 20 Years or More

The circulation lists of the Telegram-Gazette reflect the same stability. Of all homes in Worcester and throughout the average 18-mile suburban trading area which everyday take 2 Worcester daily paper

MORE 85% Take the Telegram or Gazette
THAN 85% Six Days Every Week

And have done so for several years. Since 1801, Worcester has turned to these newspapers for the news of the day. Now 93 per cent of all people who buy newspapers in the city of Worcester buy the Telegram or Gazette.

To advertisers interested in building repeat sales in increasing volume for the coming months and years, we recommend the stable folk of the Worcester Market (population 433,000 within an average 18-mile radius).

TOTAL AVERAGE NET PAID DAILY CIRCULATION

MORE 100,000 FOR OVER

#### THE TELEGRAM-GAZETTE

GEORGE F. BOOTH, Publisher Worcester, Massachusetts

PAUL BLOCK AND ASSOCIATES ---- National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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certain amendments and changes. Senator Copeland, it must be remembered, did not at any time favor S. 5 in its entirety; he introduced it when he did as a matter of political expediency and perhaps to beat Mr. Dunn's measure under the wire. He wanted certain amendments made and worked vigorously to this end. Naturally enough, he deemed it necessary to secure the consent and support of Administrator Campbell. Mr. Campbell thought he was occupying

As a result of a succession of conferences, S.5 was changed in various particulars, largely as a concession to Mr. Dunn who fought vigorously in behalf of certain provisions of the McCarran Bill. The bill was rushed to the printer and first copies were distributed for confidential study last Thursday.

the driver's seat; and so he was

until this morning.

And then last Saturday morning, Mr. Dunn hurried down here from New York for some more conferences with Senator Copeland, Mr. Salthe and Mr. Campbell. The conferences were almost continuous all day Saturday, Sunday and Monday. More changes were made and additional concessions gained by Mr. Dunn. The once-more amended bill was sent to the printer again and first copies are due tomorrow (Thursday) morning.

#### Something All Parties Had Forgotten

But, on account of developments already suggested, this latest revision will be valuable chiefly for purposes of reference. All the parties concerned had apparently forgotten about something that was going on at the other end of the Capital—namely, the Mead Bill, introduced in the House by Representative Mead of New York and written by James F. Hoge, in behalf of The Proprietary Association.

Senator Copeland, Mr. Dunn, Mr. Campbell, et al., had been giving the cold shoulder to Mr. Hoge's proposed law. Like the McCarran Bill, it was introduced

not because its supporters thought it would be passed but merely as a means of supplying some material that would be helpful in building the finished measure. However, with the rather unctuous thought that of course nothing worthy could come out of the patent medicine crowd, and with a fastidious drawing aside of garments, the Food Administration element passed by on the other side.

The stage was all set, in fact, to disregard any possible correlation with the Mead Bill and to report the twice revised Copeland Bill out, as has already been stated.

#### Committee, in the Meantime, Had Heard from Back Home

The Committee met at 10 o'clock this (Wednesday) morning and the fireworks started almost immediately. Senator Copeland presented his bill, asked that the Committee approve it and submit it at once to the Senate. But not The Committee members had heard from back home. Telegrams had been raining in on them. Who caused them to be sent is just another of those things. grams are often sent to Senators and Representatives when they are considering important matters. Maybe The Proprietary Association and other friends of the Mead Bill had something to do with the shower.

Anyway, Frank Blair, president of the Association, was here during the proceedings. Your correspondent, by the way, is rather inclined to take his hat off to Mr. Blair not only as an agreeable gentleman but as an astute politician who might give some lessons even to President Roosevelt.

Senator Copeland did his best. He fought valiantly. But the carefully cooked up plan fell through. It soon was painfully evident that everybody was not satisfied with the amended S.5 as Senator Copeland had thought they were—which, by the way, is something he has said about all the Copeland bills up to date.

Anyway, to make a long story short, the Copeland Bill is now

definitely sidetracked. An entirely new start is to be made and a complete new bill fashioned.

Hearings to gain material for this proposed new bill will start soon-the exact date to be an-Meannounced in a day or two. while, it is accepted as a foregone conclusion that most of the material will be taken from the existing Copeland, McCarran and Mead Bills.

Thus does the House of Repre-

sentatives as well as The Proprietary Association come into its own.

And why not?

As realists, we all realize and admit that a bill, before it can become a law, must be passed by the House as well as by the Senate.

The House would insist on having a finger in the pie, anyway sooner or later. Eventually-why

not now?

#### Freeze-Vogel-Crawford Agency Liquidating

G. C. De Heus, Howard M. Landgraf and C. F. Schilke have joined Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee advertising agency, according to Walter F. Dunlap, president. These men constitute the executive personnel of Freeze-Vogel-Crawford, Inc., also of Milwaukee. Mr. De Heus was president, Mr. Landgraf was secretary and space buyer and Mr. Schilke was production manager.

The Freeze-Vogel-Crawford agency is being liquidated.

#### H. C. MacDonald Starts Own Business

Harry C. MacDonald, formerly president of Walker & Company, Detroit, has organized his own outdoor advertising business, MacDonald Advertising Company, in that city. He resigned from Walker & Company about two years ago, having been with that company for thirty vears.

#### G-E Advances Bullock

B. W. Bullock has been appointed as-B. W. Bullock has been appointed as-sistant manager of the General Electric publicity department, at Schenectady. He also becomes assistant manager of broadcasting. Since 1923 he has been assistant to Chester H. Lang, manager of the publicity department.

#### Directs A & P Campaign

The Great Atlantic & Pacific Tea Company, New York, is conducting a newspaper campaign on its coffees in cities where its A & P stores are lo-cated. This campaign is being handled by Calkins & Holden, New York agency.

#### Seiberling Joins A. N. A.

The Seiberling Rubber Company, Akron, Ohio, has been elected to membership in the Association of National Advertisers. J. P. Seiberling, vice-president in charge of sales, will represent the company in the A. N. A.

#### Major Market Group Names Sundberg

The board of directors of Major Market Newspapers, Inc., meeting at Chicago this week, accepted the resignation of L. M. Barton as managing director, effective March 15. C. H. Sundberg, who has been with the organization for several years, was appointed assistant manager, in which capacity he will work in active cooperation with President Leroy W. Herron, advertising manager of the Washington Stor. Washington Star.

#### McConnell Elected

John J. McConnell, of J. P. McKinney & Son, has been elected to a two-year term as director of the Newspaper Representatives Association of Chicago to fill the unexpired term of Joseph A. McOwen, of the George A. McDevitt Company, who recently moved to Philadelphia.

#### With Herb Juice-Penol

Thomas J. Pierson, former advertising director of the Charlotte, N. C., Observer, has joined the Herb Juice-Penol Company, Inc., Danville, Va., as advertising and sales promotion manager.

#### J. E. Stewart with Calvert

John E. Stewart is now advertising manager of the Calvert-Maryland Distilling Company, New York. Until recently he was with the Borden Sales Company, in charge of advertising of the ice cream and cheese divisions.

#### Glerum Advanced

William J. Glerum, with the Detroit office of the Butler Paper Company for seventeen years, has been advanced to sales promotion manager.

#### Joins Lawson-Wills

Malcolm McCarthy has joined the sales staff of Lawson-Wills, Toronto, display advertising.

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#### Backs to the Wall

Utilities, Fighting for Life, May Win Yet through Complete Regeneration and Good Advertising

#### By C. B. Larrabee

THE general clatter of barn-door locking, which is always A characteristic when social consciousness swings to the left, has been one of the expected phenomena of the current depression. Perhaps in no industry have the doors been swung shut and locked quite so vigorously and frantically as in the public utility industry.

The utilities, and more particularly the light and power companies, are fighting a battle for existence. From all sides

political pressure is being brought to bear, and the Government, through the TVA and other projects, is dramatizing the vulnerability of utilities.

It is, of course, essential that they fight back. Their job of fighting, however, brings up some delicate problems of tactics and strategy. In their general scheme advertising is playing an important part. Unfortunately, both for advertising and the utilities, it is not always being used with the maximum effectiveness.

The public relations problem of the utilities today is probably the biggest faced by any American industry since the railroads let slide their great opportunity. That the utilities are at least slightly aware of the truth of this statement is shown by their efforts in many lines of activity. The fact remains that throughout the industry there is still a damaging misapprehension of what a real public relations job

It is a many-sided job. The utility touches upon the life of the public in a wide variety of condi-

The man behind the cashier's cage has a public relations job. So has the meter reader. The electric light bill, or any other communication that goes to the customer must

carry its burden of public relations.

These are the more obvious phases of the problem. More important but not always considered in the light of public relations are such things as uninterrupted service, management policies, financial structure, management personnel; all these play an important part in molding public opinion.

That the utilities have not always understood clearly all the implications of their problem was indicated some years ago when they placed their future in the hands of certain short-sighted individuals who confused public relations with publicity, who thought that propaganda would hide the stench of selfish management, who were foolish enough to endeavor to influence editorial opinion by the weight of money and to run their streams of propaganda into the schools, the one American institution above all others of which the public is most jealous.

The whole sordid story of this era was painted in broad outline by the Federal Trade Commission investigation. Admitting what is probably true, that the Commission found many of its intended bombshells to be duds and in a number of phases of its investigation was unfair, the fact remains that the

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public relations policies of the utilities as revealed by the Commission's investigation were evidence, first, of an almost utter lack of comprehension of the public temper and, second, of a woeful mismanagement of the whole problem of public relations.

No small part of the public relations problem of the utilities devolves on advertising. That the utilities have realized this at least dimly is shown by the fact that this industry is one of the large volume advertisers in newspapers.

For some years, however, advertising was not used too intelligently by the utilities because of their apparently congenital misconception of what advertising will do. A few misguided utility leaders looked upon advertising in the nature of a polite commercial bribe to newspaper publishers; overlooking, apparently, the fact that even the venal publisher knows very well on which side of the bread he finds the butter, that as a general thing circulation can be built more spectacularly by an attack on the utilities than on any particularly wily defense of indefensible actions.

Unhappily, the ultimate lack of success of advertising placed with the old-fashioned point of view has caused certain of the more conservative and cynical leaders to believe that advertising is a useless weapon.

#### Attitude of the More Enlightened Utility Men

Other more enlightened utility executives feel rather hopeless in the face of present conditions. is their attitude that they are like generals in battle who are losing in spite of the fact that they have used every weapon at their com-These leaders point out mand. that if there is any new angle in utility advertising that can be used they welcome it. With justice they show that a study of utility advertising indicates that every possible advertising weapon, as it is related to the utilities, has been employed during the last few years and yet an irritatingly large 18 amount of resentment toward the light and power companies.

The answer to this apparent dilemma is simple.

In the first place, in the early stages of the battle the weapon of advertising was not always used wisely. In the second place, no amount of advertising can overcome the bad impression made on the public by financial skullduggery.

In other words while advertising was being used vigorously and effectively in one sector, in another sector bad management on the part of the generals was nullifying the effect of the fire and in still another the fire was being misdirected or scattered.

The utilities cannot get along without advertising. They realize this keenly. The question is then, what kind of advertising will be most effective?

The answer, which may seem hopeless to some executives in the field, is certain types of advertising that they have always been using.

#### They Must Study the Public Temper

The most effective utility advertising must be based on a study of the public. In spite of the fact that the utilities are in as constant contact with the public as any industry, their management has to a far too great an extent shown its lack of appreciation of the temper of the public.

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What is most difficult for them to realize is that the public, right or wrong, is still the public. Forgetting entirely the actual truth of the Insull debacle, the fact remains that so far as the public was concerned, it was a tremendous blow to their faith in power companies.

Yet it is doubtful that the utilities would gain much ground were they able to prove in advertising space that the entire Insull operation was a high-minded movement in the public interest.

It is a quirk of public psychology that although it may be antagonistic toward an industry for one reason, it is frequently better to overcome that antagonism by attacking another phase of the public mind.

In the final analysis, the public's antipathy toward utilities—and it is



### Aim at the Bull's-eye in 1935

In Indianapolis, retail sales are up in all lines. The Indianapolis Radius is way above average. Here your selling cost will be less, your results better. Concentrate your advertising in this bull's-eye market.

The News, with more than 145,000 circulation, 961/2% home-delivered, is the most powerful sales force to use in merchandising the Indianapolis Radius. With two possible exceptions, The News covers its city of publication more thoroughly than any other daily paper in America.

## The Indianapotis News

SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 E, 42nd St.

J. E. Lutz, 180 N. Michigan Ave.

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Tribune Tower, Chicago . Kohl Building, Francisco

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pies every Sunday in January

.... which is by far the largest newspaper circulation in America!



rancisco · 220 EAST FORTY-SECOND STREET, NEW YORK

#### R. J. Reynolds Tobacco Company Paid Millions to Kentucky Planters This Year



. . . so, CAMEL CIGARETTES are giving Kentucky buying power "a lift"

When you are tired and "get a lift" with an exhilarating and fragrant inhale from a CAMEL remember that at the same moment millions of tired people the Nation over are lighting America's favorite cigarette.

• An Englishman has his tea at four, but you "get a lift" with a CAMEL.

• And this cigarette enjoyment brings millions of "buying or trading dollars" to Kentucky year in and year out, during all seasons and conditions.
• So, here in Kentucky, where everybody has some money, your advertising will move your merchandise quickly and in satisfying volume from the shelves of your retail outlets into the hands of ever prosperous constimers. When considering newspaper schedules, remember that

- When morning dawns upon the Bluegrass, The Courier-Journal is favorite at the breakfast tables.
- and The Louisville Times completes the coverage at sundown.



REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

· Give You Coverage Without Competition From Dawn to Dusk

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by no means so general as it may seem-is tied up with what happens in the consumer's home. After all. the electric light bill of the consumer is a lot more important to him than the most subversive propaganda against the utilities issued from Moscow, Washington or Painted Post. Thus, when John Q. Public becomes very indignant against Insull management, part of his indignation may be due to his desire to vent his spleen against the light bill that he thought was too high or the meter reader who left the cellar door open so that the neighbor's dog got in or the crusty cashier who was discourteous when Mr. Public paid his last electric light bill.

#### Find the Basic Motives That Actuate the Public

Therefore, the chief line of attack of the utilities will probably be most effective as it is directed at the basic motives that actuate Mr. Public. Eliminate the antagonism at the roots and public goodwill may even survive another Insull crash.

Several years ago a large utility made an investigation among several thousand consumers. It found out that 41 per cent of these consumers didn't know that electric rates had been reduced several times in the preceding two years. It found that 80 per cent of the current users in this particular city didn't know that rates were below the State average. More than 25 per cent did not realize that the more electricity they used the less each unit would cost.

An investigation today would undoubtedly uncover about the same

Therefore, it would seem that the first line of attack is a continual hammering away at the public to tell them what utilities will do. Thus the advertising being used now by a number of power companies which tells their customers what an astoundingly large amount of service can be bought for a single cent is excellent first-line advertising.

B. J. Mullaney, vice-president, The Peoples Gas Light & Coke

Company, speaking before the convention of the Public Utilities Advertising Association in June, 1932,

"There are times when use of space in that way (for institutional purposes) serves a purpose. But take it by and large, the same pur-poses can usually be served by tying in the desired suggestion with business-building advertising, and so getting the desired suggestions to Mr. John J. Public along with something that really interests him, namely: the advantage to him of the service and merchandise we John, in the mass, is interested only in what our service and merchandise does for him-the advantage of it to him. He doesn't care a hoot for essays on our troubles, our virtues, or the more recondite elements in our business, which are our problems and not his.'

Mr. Mullaney's sagacious remarks should be reproduced in large letters and pasted up in the executive offices of every utility in the country.

#### Defects of the Propaganda Type of Copy

What does a study of utility advertising show, however?

First, with some frequency the type of advertisement I would call the "propaganda advertisement." It is the reasoned appeal to the public telling it of the important place the utilities play, pointing out that the power companies are being persecuted by Washington and in State capitals, showing the vast amount of taxes that the utilities have to pay, tearing down the arguments of the municipally owned plant enthusiast.

As a general thing this advertising is based on sound motives, a desire to meet damaging attacks. Actually, however, as has been pointed out, it overlooks the fact that Mr. Public is most interested in what happens in his home when he pushes a switch.

As a rule this advertising suffers first from its appearance. It is almost generally uninviting, because any advertisement that is filled with small type is uninviting. In

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the second place it is a little too obvious in its point of attack.

It has one great benefit, and that is that it is obviously paid advertising. It is not hidden propaganda, it is not an attempt to accomplish something by indirection. Even Mr. Public with his antipathy toward utilities is fair enough to give them their day in court.

Primarily, however, this advertising is not effective and cannot be. One big reason for this—and it is a reason that the bullheaded type of executive will not admit has any cogency—is that some of the most vigorous users of this type of advertising have the most to hide in the way of bad financing, bad rate structures, and unethical use of that perfectly legitimate device, the holding company.

#### Talk in the Language of Mr. Public's Home

Far more effective in the long run will be the other type of advertising that talks to Mr. Public in the language of his home.

From telephone advertising the power companies can draw an excellent lesson. Consistently over a period of years telephones have been advertised from various angles. Most important, however, has been the angle of what the telephone will do for the average man in the average home and how cheaply it will do it.

In several parts of the country today, utilities are conducting vigorous programs to reach that 41 per cent who don't know that electric rates have been reduced. They are doing this by 'graphic advertising which demonstrates by charts and tables just what has happened to the consumer, just how much he can save today.

This type of advertising is bound to be effective, but it will only be effective so long as it is carried on consistently. No utility company can hope to reach the 41 per cent without a consistent hammering away at the message.

More indirect but just as effective is the type of advertising, used by some utilities, which points out just how much a given sum buys

in electricity or just how cheap it is to operate a certain electric appliance. Here, again, the company goes into the home, and says, "Mr. Public, we are talking about your cent or your electric refrigerator. See what comfort and convenience you are getting from such a small actual investment."

The Southern California Edison Company, Ltd., recently published an effective advertisement tying-up with Boulder Dam. Here is a spectacular national achievement which has real news value. The company capitalizes on this and shows how it is going to be ready to take advantage of Boulder Dam to furnish consumers with low-cost service. Note that the final theme of this advertisement lands itself right in the consumer's home.

As a general thing utility advertising today is remarkably well done technically. There are occasional exceptions and the companies using technically bad advertising should realize that they are handicapping themselves unnecessarily. No matter how effective the message a certain amount of its value is going to be lost through poor presentation.

The utilities have a dramatic story to tell and they should get as much as possible of that drama in copy and illustrations.

#### One Shot Won't Do

Finally, it is essential that the utilities realize two important facts.

The first is that no public relations problem can be solved by sporadic or feeble attacks. One rate-reduction advertisement is not going to do much to influence the public. The utility company that decides to use this type of advertising should realize that it has to continue to hammer away at this theme until the public is thoroughly conscious of what is going on.

Thus consistency is the most important essential of a utility advertising program.

In the second place, utilities should realize that no amount of advertising will overcome bad management or management that is not in the public interest. The impres-

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When a prominent utility offers a fake rate reduction, which is later exposed as being what it is, it immediately nullifies most of the good-will that can possibly be built by any amount of advertising.

Therefore any utility which expects to use advertising as an important weapon in its public relations policy will have to be sure that its management is not the oldfashioned, bourbon type which screams "Moscow" in the morning and then attempts to rig up a

he eliminated over-night.

"smart" financial policy in the afternoon.

Furthermore, no amount of advertising will overcome the ill-will that can be created by the other factors in public relations, by the meter man, the office employee, the electric bill, or poor service.

Nor will advertising do the whole It is really just one of the important public relations weapons. That it happens to be one of the most important is the reason why it is essential that utilities study their advertising problems today as they have never studied them before.

#### Made Advertising Manager, Coca-Cola

S. Price Gilbert, Jr., has been appointed advertising manager of the Coca-Cola Company, Atlanta. He succeeds

a Company, Atlanta. He succeeds late Roy Dorsey. dr. Gilbert has been with Coca-Cola fr. Gilbert has been Georgia Tech the late Roy Dorsey.

Mr. Gilbert has been with Coca-Cola
since his graduation from Georgia Tech
in 1921. He first worked as a salesman on the Pacific Coast, later becoming assistant to the manager of the Los
Angeles factory and, subsequently, superintendent of the New York factory.
For the last several years he has been
assistant to the advertising manager.

Since the death of Mr. Dorsey on
January 11, Turner Jones, vice-president in charge of marketing, was temporarily in charge of advertising.

#### **Buick Promotion Divisions** Consolidated

The sales promotion department of the Buick Motor Company, Flint, Mich., has been merged with the advertising department, under Thomas H. Corpe, who becomes director of advertising and sales promotion. Ralph H. Stewart, formerly sales promotion manager in the Philadelphia zone, has been appointed assistant sales promotion manager. . .

#### Montgomery with "Collier's"

J. B. Montgomery has joined the Eastern advertising staff of Collier's and will work in New York City territory. He formerly represented a group of publications including Motion Picture, Sunset and College Humor.

#### Has "Pin Money" Pickles

Pin Money Brands, Inc., Richmond, Va., manufacturer of "Pin Money" pickles, relishes and condiments, has ap-pointed The Blackman Company, New York, to handle its advertising.

#### Joins Philadelphia "Inquirer"

Ross Anderson, at one time promo-tion manager of the Philadelphia Record, is now associated with the Philadelphia Inquirer in a similar capacity.

#### Will Publish News Weekly for Youth

The first issue of Young America, described by its publishers as a "national news weekly for youth," will appear March 6. It will be a four-color rotogravure tabloid and will be published by the Eton Publishing Company, 32 East 57th Street, New York.

Officers are: Stuart Scheftel, president and publisher; Prince Serge Obelensky, vice-president; Herbert Scheftel, treasurer; Richard Davis, secretary; R. H. Feldman, advertising director, and Walter Thalen, circulation manager.

#### Donohoe Appointed by "The Stage

Herbert J. Donohoe has been made vice-president and advertising manager of The Stage, New York. He was recently Eastern advertising manager of Photoplay and at one time was advertising manager of Smort Set. Robert Warner continues with The Stage as sales promotion manager and Sarah J. Brown has been made local manager in charge of New York retail store advertising.

#### Sterling Products Name Dr. Tapley

Dr. Mark W. Tapley has been appointed advertising and merchandising director of the new products division of Sterling Products, Inc. His headquarters will be in New York. For more than eleven years Dr. Tapley has been with E. R. Squibb & Sons, Inc., where he was assistant to the executive vice-occurrent.

New Account B. B. D. O.

Northwest Airways, Inc., Minneapolis and St. Paul, has appointed Batten, Barton, Durstine & Osborn, Inc., as advertising counsel.

#### To Represent New York "Sun"

The New York Sun has appointed the Williams, Lawrence & Cresmer Company as its Pacific Coast representative,

Frigidaire, with Survey Promising Huge Potential Increase, Enlarges Advertising Outlay Accordingly

S ALES promotion plans for Frigidaire are based on the belief of its executives that sales for 1935 will show an increase of from 50 to 100 per cent over 1934. Reasons for this belief, according to H. W. Newell, vice-president in charge of sales, are as follows:

1. Business, generally, is going

to be better.

 Regardless of general conditions, the industry will do better than last year. Should Frigidaire maintain only its average pro rata percentage, it will come out ahead of 1934.

3. Last year the company lost business because it could not keep up with deliveries during the peak season. This year production plans have been stepped up.

4. The 1935 sales program starts from four to six weeks earlier than has been customary.

5. Advertising effort has been increased. More magazine linage will be used. Radio and newspaper schedules are 50 per cent larger.

"Before our plans for 1935 began to crystallize," Mr. Newell said, "we went into the field to obtain from users, prospective buyers, our own dealers and salesmen, their ideas for product improvement. In all, more than 100,000 homes were contacted by questionnaire, telephone and personal interview.

"We purposely tried to get our information from different angles so that we could check and countercheck the findings. We secured answers to such questions as: What will the buyers of refrigerators want in 1935? Where are those buyers? How can they best be reached?

Booth Shoe Advances Leiser

Harold O. Leiser, advertising manager of the Walter Booth Shoe Company, Milwaukee, has been promoted to the post of sales manager. He continues to be responsible for advertising. Mr. Leiser has been with the company for eight years.

"The survey told us things we did not know; confirmed others that we did. It is upon this basis that we have built our 1935 products, advertising and sales program. These facts are woven into product design, sales appeal, advertising copy, advertising media, sales methods, and merchandising strategy.

"In addition to the consumer survey, a series of nine supervisory controlled meetings were held in order to give the men in the field a chance to voice their recommendations and criticisms. These meetings accomplished two important things. They brought us first-hand information from key selling men throughout the country. Also, the organization benefited from the fact that the key men were given tangible proof that they have an active part in the building of our sales program."

Introductory copy in the advertising will feature the news that Frigidaire is now on its way to the 4,000,000 mark in distribution.

All details of the campaign are being presented to dealers and their salesmen in a series of meetings which are being conducted by four crews, headed by executives from headquarters. Three motion picture films are being shown along with demonstrations as to the use of the promotional material that is available, and descriptions of the advertising. Network broadcasts start this week, featuring Jack Pearl in a new role.

Newspaper advertising will include factory-placed schedules but the bulk of it will be placed on a co-operative basis, with the company contributing 50 per cent.

Street & Finney Elect Mayer

John F. Mayer, space bayer of Street & Finney, Inc., New York agency, for the last seven years, has been elected to the office of vice-president. He will continue to be in charge of space buying and in addition, will direct the purchase of radio time.

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## Progressive Farmer

BIRMINGHAM

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250 Park Avenue, New York Daily News Bhlg., Chicago

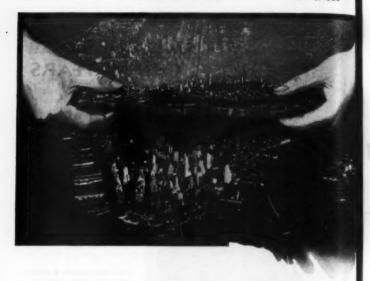
#### ressive Farmer IN 15 YEARS

Our March issue—with more than 21,000 lines of Commercial—carries more advertising than any issue since 1920.

This issue shows a gain of more than 23 per cent in both all-edition and separate edition advertising over our big March issue of last year.

121 commercial advertisers are using all editions of the March issue.

P. S. And from present indications our April issue will surpass March.



## Let Us Set San Francisco Down

14, 1035

Names Have Pulling

PON most sales maps San Francisco is a market of major importance. Its six hundred odd thousands of good citizens buy Half a Billion dollars' worth of merchandise yearly. No one can afford to overlook a market of that volume.

The same is true of an even greater market, a city within a city. There are more than 600,000 solid, substantial homes where the NEW YORK EVENING JOURNAL is the preferred newspaper . . . and always has been, year after year, good times or bad.

The fact is that, without these Journal families, no one can possibly do business in New York with Maximum Success.

In these homes live at least 2,000,000 men and women, boys and girls. They wear two million gowns and suits of clothes and pairs of shoes. They eat upwards of six million meals every day. Their bill for tobacco, beverages, and amusements is right sizable. They powder their noses, touch up their lips and frizz out their hair. Their automobiles crowd the highways.

If San Francisco's 600,000 people spend 500 millions, what must the Journal's 600,000 FAMILIES spend?

Their open pocketbooks have meant the whole difference between loss and profit to scores of manufacturers.

## NEWYORKALOURNAL

THE NECESSARY NEWSPAPER

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

#### Names Have Pulling Power

Well-known Principle Is Demonstrated Anew in Johnston Company's Spot Advertising Program

SPOT newspaper campaign of A the Robert A. Johnston Company, Milwaukee, to announce reduction in prices has been effective in accomplishing four purposes. It happened that the determination to reduce prices on the company's Charm Soda Crackers and Graham Crackers came in December, so the event was further capitalized upon by being called a holiday offer. The advertising was designed to cover the key points in all the territories covered by the biscuit salesmen.

In each advertisement the first part of the space was devoted to the announcement of new prices, while the latter part was given over to a list of retailers, alphabetically arranged, who were featuring the crackers at their low prices.

Following are the four aims accomplished by the advertiser:

Fixed prices. The new prices were set up definitely in the minds of the retailers and of the consumers at one time, thus practi-cally eliminating all over-charging and price-cutting.

Selling. The fact that the dealers' names were included in the advertisement if they bought a specified number of each of the items featured, made it easy for the salesmen to sell all of their regular accounts and open many new ones.

Advertising. Consumers were advised of the new prices and invited to try the crackers if they

had never done so before. fact that dealers' names were listed gave the advertisement a local flavor in the minds of women buyers and also advised them that the prices were the same wherever they were on sale.

Good-will. From the reports of the company's salesmen, it is indicated that a considerable amount of good-will was developed by giving the dealers an opportunity to sign the advertisement as their own by

listing their names.

"While there are a great many names listed in these advertise-ments," says Walter Haise, adver-tising manager of the Johnston company, "our experience has been that women do look through such lists, if they are in alphabetical order. Nothing has greater news value than a list of names.

"Hand someone a map and the first thing he looks for is the name of his old home town. Have someone try out a new fountain pen and the first thing he writes is his own name. The self-interest angle comes forward only too easily; a woman will always look for a name she knows. Self-interest-practically demonstrated."

Mr. Haise adds: "It is wise to remember that this dealer listing thing can be easily over-done. Many firms are now trying it out and if not used judiciously it will soon become 'just another good idea gone wrong.'"

Frye to Join Chirurg

George Arnold Frye has resigned from the Foxboro Company, Foxboro, Mass., to join the James Chirurg Com-pany, Boston agency, on March 1. He will be in charge of the placement of all space.

"Today" Appoints Don Miller

Don Miller has been appointed adver-tising manager of Today, New York. He has been with the American Broadcast-ing System and in the sales end of radio for the last six years.

Woodward Transfers Lamb

Fred H. Lamb has been transferred from the Chicago office of John B. Wood-ward, Inc., publishers' representative, to Detroit to take the place of B. O. E. Johnson, who has joined the New York Times at New York

Starts "Modern Bottling"

Modern Bottling is the name of a new monthly being published by the Atlas Publishing Company, New York, for those interested in alcohol beverage bottling, etc.

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## THREE CHEERS FOR ADVERTISING

OR WHAT FORTUNE'S READERS
THINK OF FORTUNE'S ADVERTISING

· · · · as revealed by « « « «

#### **5700 REPLIES**

TO A LATE-1934 QUESTIONNAIRE MAILED
TO 10,000 FORTUNE SUBSCRIBERS
IN EVERY STATE OF THE UNION

BECAUSE OF ITS UNUSUAL CHARACTER and volume, the advertising in FORTUNE becomes part of FORTUNE's personality. No one can pick up a copy of FORTUNE without being immediately conscious of Advertising. No one can long be a subscriber without developing a definite psychological attitude toward Advertising.

The time came when the publishers of FORTUNE could no longer resist the desire to satisfy their curiosity by finding out exactly how subscribers react to that large part of its personality—Advertising. Would the reaction be a sophisticated indifference? Or, hopefully, good-natured tolerance? Or, could it be true that a large number of subscribers really relish FORTUNE's unique collection of fine advertisements?

Putting this delicate question firmly to the test, last November FORTUNE mailed questionnaires—exclusively about advertising—to 10,000 alphabetically-picked subscribers in every state.

Soon 2,500 replies were in. Tabulations yielded such astonishing results that FORTUNE wondered if perhaps only advertising-fans had answered. So the remaining 7,500 were recanvassed. Soon 4,500 replies were in. Finally, as a clincher, the remaining 5,500 were recanvassed once more. Now, despite the holidays, 5,700 replies are in.

It is significant that tabulation of the first 2,000 yielded percentages almost identical with tabulations at the 4,000 mark and, finally, at the 5,700 mark. FORTUNE might have spared itself the expense of recanvassing.

It seems to FORTUNE that when 57% of 10,000 alphabetically-picked subscribers to any magazine respond to a questionnaire about advertising, the results must yield something of importance to advertisers, agents, publishers.

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"Are you among those FORTUNE subscribers who ordinarily thumb through both FORTUNE's advertising and editorial pages before commencing to read the magazine?"

> 5,092 or 89% checked "Yes" 522 or 9% checked "No" 86 or 2% did not answer

This confirms the general observation that it is instinctive to thumb through FORTUNE, page by page, before commencing to read it.



# IN ANSWER TO QUESTION NO. 2:

"How often do you find yourself really interested in the advertisements in rONTUNE?"

4,322 or 76% checked "Frequently" 994 or 17% checked "Occasionally" 384 or 7% checked "Seldom"

138 took the trouble to cross out "Frequently" and write in "Always". More than 3,500 out of 5,700 tabulated gave special praise to FORTUNE'S advertising in general or commended individual campaigns or classifications of advertising represented in FORTUNE.



# IN ANSWER TO QUESTION NO. 3:

"In connection with your business or profession how often have you investigated, purchased, or recommended the purchase of products or services as a result of advertising in FORTUNE?"

455 or 8% checked "Frequently" 2,188 or 38% checked "Occasionally" 46% 2,668 or 47% checked "Never" 389 or 7% did not answer

These results corroborate the judgment of those many successful "advertisers to executives," in varied fields, whose striking advertisements add so materially to FORTUNE'S Advertising Vitality. These experienced advertisers know that an "occasional" big order from a single potent FORTUNE reader can readily pay the cost of a FORTUNE campaign.



# IN ANSWER TO QUESTION NO. 4:

"How often would you say that you have bought merchandise or services of a personal or domestic sort after seeing them advertised in FORTUNE?"

532 or 9% checked "Frequently" 3,449 or 61% checked "Occasionally" 70% 1,523 or 27% checked "Never"

196 or 3% did not answer

Mindful of the sophisticate's unwillingness to admit that advertising ever sells him, FORTUNE does not think it is necessary to gild the lily.

# POINTS IN CONCLUSION

Whatever cynical things FORTUNE readers might have said about advertising, many a FORTUNE advertiser would still have his own ideas about what FORTUNE readers actually do when confronted with a beautiful and believable advertisement of product or service they want. (See recent folder, "1630 Dimes", full of typical "results" stories of 1934 FORTUNE advertisers.)

The news is that the big majority of subscribers cheerfully confess to a liking for and a responsiveness to FORTUNE'S advertising.

The Advertising Questionnaire gave 10,000 subscribers a rare chance to take a pot shot at advertising, yet only a handful did so: 48 out of 5,700 tabulated complained about "too much advertising"; 18 out of 5,700 expressed distaste for advertising in general.

On the other hand, hundreds cheered and more than 3,000 took the trouble to mention particular campaigns or classifications of advertising that most appealed to them.

It is significant that the sophisticated people who read FORTUNE do not look on this kind of advertising merely as an entertaining side-show designed to coax money from the unwary. Rather, an overwhelming proportion of them confess to their own practical use of good advertising. They like it; they buy from it—and its very volume appears to add substantially to its fascination and effectiveness.



THE BIG PARADE OF AMERICAN BUSINESS

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# Sales Quotas and Profits

How This Company Uses Scientific Methods to Make the Figures Reasonable

# By Henry Simler

President and General Manager, American Writing Machine Company

R ECENTLY I read a statement to the effect that 1935 sales quotas as a class should be increased by 20 per cent. Such a figure is of course arbitrary and is based purely upon assumption. There ought to be a basis for arriving at a projected sales increase and it need not be guesswork either.

Our experience has been that a sales organization will not put forth much effort to make a quota unless (1) it is fair, and (2) unless the salesmen understand the plan on which it is set.

We in this company believe that the setting of a quota in an organization can be done more or less automatically. If we properly use advertising, sales helps, prices, product, more salesmen, bonuses or special incentives for the manager and his salesmen, the sales naturally increase. In other words, if we do our job and the results are good, we then have a basis for arriving at figures for future months.

I have before me five articles that appeared in Printers' Ink about sales quotas. In none of

them is the quota used or figured as in our organization. Our plan may interest some sales managers.

We start with the belief that our sixteen branch managers are doing the best they know how to do under existing conditions—whatever the business conditions are and under the selling rules and prices given them and with the merchandise given them to sell; also taking into consideration the help given them by the home office.

We use the quota to tell us and to tell the managers if they are making progress, or falling behind. The business of each branch is the sole basis used for setting quota. No analysis of general business conditions, or any conditions other than the actual business of his branch, is used.

A manager never has an alibi that his quota was, or is, too high; his business sets it.

The branches have been in operation more than fifteen years. The business, by months, has been used for a fifteen-year period to obtain the seasonal variations, by months. Each year a new calculation is

	1921	1922	1925	1926	1928	1929	1933	Av	en-Year erage 9–1933
Jan.	10.6	8.3	8.4	9.3	7.5	8.9	9.6	8.8	Jan.
Feb.	9.3	8.3	8.5	8.9	8.5	8.8	10.4	8.8	Feb.
Mar.	9.8	8.6	8.4	9.6	9.7	10.2	13.1	9.5	Mar.
Apr.	7.9	7.9	7.7	8.0	8.6	8.1	8.4	7.9	Apr.
May	7.0	7.0	6.9	6.8	7.7	7.6	6.8	7.1	May
June	6.6	6.7	6.7	6.9	7.2	6.2	6.3	6.5	June
July	5.9	6.5	6.0	6.3	6.2	6.2	5.3	7.0	July
Aug.	7.7	7.5	7.2	7.4	7.4	7.0	6.2	7.2	Aug.
Sept.	9.0	8.8	9.7	8.7	9.1	8.9	8.8	8.8	Sept.
Oct.	9.0	10.3	10.0	10.0	9.5	10.5	9.1	10.1	Oct.
Nov.	7.9	9.1	9.5	8.1	7.5	8.2	7.4	8.4	Nov.
Dec.	9.3	11.0	11.0	10.0	10.7	9.4	8.6	9.9	Dec.
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	



"The most important books, and the truest in their influence, are works of Fiction," said Rob't Louis Stevenson. "They re-arrange, they repeat, they clarify the lessons of life."

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ATIENT men are the English Bobbies. For thirty years d more they have turned away busands of British and American grims who seek a number that es not exist...that never did exist on stolid Baker Street in foggy and on Town.

Feb. 14. 1035

Probably no address in that hisic city, not excepting Buckingm Palace or No. 10 Downing ret, is so real and genuine in the minds of thousands of men and women as this mythical residence of a fictitious man.

For here lived Sherlock Holmes, whose adventures gave millions of readers so true a picture of English life and customs that this creature of Conan Doyle's *Great Fiction* became an acknowledged interpreter of a nation's characteristics.

In his book, "Emotions of Men," Dr. F. H. Lund says:

# "FICTION MUST STIR AND STIMU-LATE INTERNAL DESIRES BEFORE IT RELEASES THEM FOR ACTION"

N SHARING the adventures of Sherlock Holmes from "A udy in Scarlet" to "His Last Bow," by the stodgiest reader could fail have his emotions aroused...his sires stimulated.

Only a wooden man could resist me practical response to the sugstions of fore-and-aft caps, rain ats, slippers, bull dog pipes, shag bacco and dressing gowns, which med the background of Holmes's scinating activities.

The most stimulating...the most tofitable...background for Effec-

tive Advertising is Great Fiction. Men who sell know its power. Since, by critical appraisal, Cosmopolitan publishes more Great Fiction per issue than any other magazine, it is evident that Cosmopolitan offers advertisers a higher sales potential.

The growing appreciation of emotion's power by large advertisers, and its published acceptance by leading agencies, is reflected in Cosmopolitan's increasing importance...by its unique two years record of gains in revenue and lineage.

# COSMOPOLITAN

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made, adding one more year, to arrive at the seasonal variations to be used. The table on page 37 gives

the actual figures.

By comparing the monthly seasonal variations given for the years shown and the fifteen-year period, you will see how closely the percentage of the year's business is obtained for each of the twelve months in years when business has been good and years when business has been bad, even with the recent depression years; also, how closely they compare with the fifteen-year average.

These variations are figured for each branch, to take care of local seasonal variations. The quota is set each month and reaches the manager on the first day of the

month.

For instance: In setting February quota, we use each manager's own sales volume for October, November and December. The volume for the three months equals 28.4 per cent of the year's business. Dividing the three-month volume by 28.4 per cent, we get 1 per cent and multiplying that by 8.8 per cent—the February figure—we have the February quota; and the manager understands it and works for it, and usually gets it. By exceeding it, he automatically increases his future quota, and it indicates the trend is upward in his territory and he is doing a good job.

Our managers are working for

profit, not volume.

The percentage of quota obtained by each manager, and his standing on volume, is sent out each month.

The manager understands—and if he forgets is told—that getting quota does not necessarily mean he is making a profit; his monthly P & L statement tells that story.

The P & L statement is a complete analysis of his operation, shows sales according to commodities and costs and profits for the month and year to date; shows all expenses broken down for the month, compared with the same month last year and the year to date, compared with the same period the year before.

The standing for all managers in the different departments of the business is sent out each month. Comparisons for three or four stores, doing about the same volume of business, are sent out occasionally; these comparisons show all of the sales and expenses as given on his P & L report.

Each manager participates in the profit made by his branch operation. He needs little checking as to expenses, which he controls, under general rules and instructions.

If the branch does not make a profit, it is up to the Home Office to assist the manager, make a change in management, or close the branch.

The managers are given a bonus for selling certain machines we want pushed. We have contests for the largest percentage of cash to sales for a month, and others for the largest percentage of "past dues" collected for the period of a month.

The various sales promotion incentives, if successful, increase the manager's quota. The results on the effort to get in cash affects his profit—fewer bad debts, less col-

lection expense.

### Managers Who Need Pounding Are Not Kept

We do not keep managers who need pounding to do a good job; such managers eliminate themselves. We do help the manager and encourage him to build up enthusiasm and build up morale.

The manager is really in business for himself, the company fur-

nishing the capital.

Sales quotas show us where we are going; alone they do not get us where we wish to go.

And it seems that our method of setting and administering sales quotas works out in the direction of increasing profits—the theme of this article. For the fiscal year April 1, 1933 to March 31, 1934, we had an increase in volume of 23 per cent. For the first nine months of the present fiscal year our volume increased 28 per cent over the corresponding period of the year before.

Last October our managers secured 99 per cent of their quotas; in November, 113 per cent; in December, 115 per cent; and in January of this year, 108 per cent. or four me volout ocns show nses as

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# Retailers' Own Brands

Why They Cannot Compete Successfully in Long Run with Nationally Advertised Products

# By A. Wineburgh

I N the smoking lounge of the Suvretta Hotel in St. Moritz, Switzerland, a conversation be-tween Herbert Straus and myself took place. Advertising was the . subject discussed. The subject of trade-marked products was included.

Macy's own make, their own private brands, was what they were Prophylactum Paste, Macy's own make, was their biggest selling tooth paste. Mr. Straus knew it to be the best, and it was his preference over

others.

I frequently walked through the drug and toilet department of his store and my attention from time to time was called to a display of Macy's private brands. Prophylactum Tooth Paste was pyramided on the counters ten or twenty feet The saleslady offered it when tooth paste was asked for, so of course it sold-the profit to Macy's was larger than on the advertised trade-marked product. So why not push it?

I suggested that to make a real test and to satisfy himself whether Prophylactum Tooth Paste gave more profit even if he did sell more than the advertised trade-marked tooth paste, Mr. Straus should pyramid one of the well-known advertised brands of tooth paste, even at the Macy 6 per cent less policy. This has been so frequently changed, that I cannot recall the exact wording; but the meaning of the original wording still means to me-and I am sure to many-that Macy sells at 6 per cent less than the same product brings elsewhere.

I said that if he would do this, I was certain that they would sell more of the well-known advertised tooth pastes than Prophylactum, and even at the smaller profit made by them, the total net profit would be greater.

Mr. Straus was astounded when I said that many of the well-known advertised brands which he did not handle had more customers in the

city of New York than Macy.
"Can R. H. Macy," I asked, "afford to put up its hand and say to all these customers for trademarked articles—'We won't sell it to you?' "

In giving customers what they want Macy's original idea, at least in the drug and toilet goods department in its days on 14th Street, meant that customers were brought into the store and purchased other goods.

This may be the proper place to have my say about the benefits to the retailer in selling advertised

trade-marked products.

When I speak of a trade-marked product, I don't mean a product to which is given a name-I mean a trade-mark that has been adver-The manufacturer watches to see that the high quality is maintained and succeeds in getting a distribution, which makes it possible for those who want the article to buy it wherever they may be.

This trade-mark is an asset of such value, that the manufacturer cannot sacrifice it by having even one package or one tube come to the public that is not all that was claimed for it. This builds a value and gives to the advertised trademark a guarantee and prestige, and that is why people buy an article by its name.

When such an article is handled by the retailer, who with these same principles sells the advertised trade-marked article, opening his door to those who want it, and selling it with the added prestige and standing of the retailer-an ideal combination results.

This is the twelfth of a series of auto-biographical notes. Others will appear in succeeding issues.

# When Your Sales-

A MANUFACTURER of paint recently lost out in his effort to get the annual contract of a large shipping company. His best salesman had covered the general manager, the superintendent of maintenance, the treasurer and the purchasing agent.

Persistent back-tracking finally uncovered an executive vice-president, who had asked an innocent but pertinent question about the paint. No salesman was there to answer him, and so the contract was lost.

Who was to blame?

Do you know how many sales you lost last week or last month because someone's question went unanswered?

To be safe, you must tell your story to everyone known or suspected, who might possibly have a voice in the final decision.

You can't be safe by reaching one executive among all the firm's that may be prospects. A purchasing agent can recommend; a general manager can approve, and still two or more persons, unknown and unsuspected, can say "no". You must cover an average of three, four or more, to be adequately protected.

Only one magazine of less than a million circulation provides such coverage. That is NATION'S BUSINESS. It reaches 263,310 business men, as many as the combined circulation of the next three business magazines.

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# man Misses, Who Is To Blame?

# Business men demand Nation's Business!

From its establishment in 1912 until 1915, NATION'S BUSINESS was available only to members of the United States Chamber of Commerce. Late in 1915 the Chamber directors made it available to individual business men at a regular subscription price. How well they received it is shown in this 20-year record of the relationship between individual and membership circulation:

		MEMBERSHIP	INDIVIDUAL
Dec.	1914	100%	None
79	1919	59	41%
99	1924	14	86
99	1929	13	87
99	1934	12	88

Throughout these years membership circulation has increased from 5,126 to 30,546; individual circulation from nothing to 232,764. The total net paid, A. B. C., is now 263,310.

The only magazine for business men that CARRIES THROUGH all American business.

# NATION'S BUSINESS

WASHINGTON

E. V. THOMPSON · Director of Advertising

# Too Much Hay on the Ground: A Farm Picture

In Printers' Ink on January 31, F. B. Nichols, Kansas dirt farmer, told about how the buying mood is growing on the farms of the Middle West. Supplementary to this and equally interesting to manufacturers is the accompanying statement by Mr. Haskell as to the real effect the AAA has had upon the farmers' economic setup. Mr. Haskell's conclusion, as stated in an address before the Chamber of Commerce of the State of New York, is that the ground," which is the dirt farmer way of saying that it has undertaken more in the way of bootstrap economics than it can accomplish. Nevertheless, the Administration's emergency measures tided the farmer over a very critical point and helped to put him into the buying mood so forcefully described by Mr. Nichols.

# By Henry J. Haskell

Editor, Kansas City Star

WHEN the Roosevelt administration came in it faced a very, very difficult situation. There were foreclosures of farm mortgages. You began to hear of farm strikes and of forcible resistance to foreclosures. There was great distress. The farmer was faced in many cases with losing his life's savings and his home, and also his source of livelihood, and he was faced in some instances with deficiency judgments.

The insurance companies did mighty well by the farmers at that time, and I believe their attitude was appreciated. The insurance companies did not ask for deficiency judgments, though there were some leaders who did. So the farmer was not only faced with losing everything he had, but with mortgaging his future on a deficiency judgment so that he could never get on his feet. Of course some farmers were desperate.

some farmers were desperate.
But they certainly had an exaggerated idea in Washington, and I believe throughout the East, of the danger of armed resistance. There was never any danger of any agrarian revolution. The farmer is not a revolutionist. These sporadic outbreaks were far less

than the outbreaks in any major strike in the East.

Revolutions by violence are urban revolutions, not farm revolutions. The farmer in general is a political animal. He began to talk about the Frazier Bill and having the Government finance his mortgages by printing money. He was willing to take his chances with political action, but not with the shotgun. The farmer is of the backbone of the social structure. He is not a revolutionist.

In this situation I believe it would have been economically unsound for the Administration to adopt a let-alone policy and certainly it was politically impossible. The farmers expected something to be done and I believe it is fortunate for the country that they found in President Roosevelt a sympathetic listener and in Secretary Wallace a high-minded, candid and idealistic man to carry out policies. In spite of any mistakes and any disagreement we may have with the policies, I believe that those statements still stand-and I am not in full agreement with the policies.

I am not going into details, but there were two major efforts. One Feb.

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was to relieve the debt burden through Government credit agencies. The second was to raise prices by curtailing production. The first policy of relieving the debt burden, I think, has been a magnificent success in spite of some objections I can see to it. Some seven hundred thousand farm families have been aided at a cost of about \$2,000,000,000, most of which has been supplied by pri-vate investors, and 90 per cent of this money has gone into refinancing farm mortgages, not into new ones. Also the debt burden has been greatly lightened. This has had the effect of reducing the feeling of unrest and also reducing inflation sentiment. The talk of inflation is not ended in the West but it has been very much checked.

The questionable part, I think, lies in the crop reduction program of the AAA. This is financed by processing taxes that this year will produce perhaps \$800,000,000. So long as we subsidize the protected industries at the expense of the consumers, I cannot agree that it is unfair to subsidize the farmers at the expense of the consumers through processing taxes. The processing tax is the farmer's tar-iff. I am not enthusiastic over high tariffs or the processing taxes, but I do feel that they are on all fours.

### The Farmer's Right to Curtail Production

Also, I am cold to the argument that it is rather terrible for the farmer to cut down on his food production and in some cases destroy food. I think he has as much right to curtail production as the shoe manufacturer has. We have had a lot of fun lately reading a letter that has been going around. It is supposed to be the letter of a man who wants to go into the business of being paid for not raising hogs; who wants to know the best strain not to raise, and the location of the best farm not to raise hogs on.

That is all good fun. But after all, the question is as to the most practical way of getting the farm plant back on a normal basis. It was on an abnormal basis partly through Government action on tariffs, and I think it could be argued that the Government may properly help the farmer get on a normal basis.

sis.
The fundamental question, I think, goes deeper than this. goes back to whether a board in Washington in the long run can more effectively determine what the farmer can raise than the farmer himself can determine. After all it is the old argument between national planning and individual initiative. The farmer has accepted the relief part of the program with gratitude. glad to have the benefit payments. In many instances he would have been on relief if it had not been for these. He was especially hard up from the drought which was a great catastrophe to the trans-Mississippi country.

### Skeptical Even Though They Take the Money

At the same time our impression from the Kansas City Star's farm weekly and from our contact with the farmers is that the farmer who is glad to take the money is still skeptical over the soundness of the program and whether, in the long run, it will produce the results hoped for. One farmer said to me, "We managed our farm production pretty well for a good many years without governmental interference and I believe we could do it again."

The thing has not yet been tested out. The drought much more than any particular program took care of the surplus this year. We do not know whether in the years to come the land that is taken out of wheat production, for instance, through contracts with the Government will be duplicated by new land that is brought in. We have not the experience yet to show that, but there is a considerable danger of it, a considerable danger of the program's proving ineffectual unless we go to lengths to which Secretary Wallace would very much hesitate to go.

The comment of one farmer, I think, sums up the situation graphi-



Finishing automobile rims in a Detroit factory.

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# Detroit - a hand picked market!



Employment Above Normal

Throughout January Detroit employment stood at 101.4 (1923 to 1925 being taken as 100), 35 per cent over a year ago. The automobile industry has assumed the leadership in recovery.



Production 77% More Jhan 1934

January's production schedule was 279,000 units against 163,811 a year ago—an increase of 77%—the highest January production since 1930. Detroit, America's fourth market, is truly the advertiser's opportunity.

# Detroit News Advertising and Circulation Gaining



Since January i, Detroit News circulation—the largest in the Detroit trading area—has shown substantial gains both week days and Sundays while advertising linage in The Detroit News during January showed a GAIN of 108,328 lines—A GREATER INCREASE than both other Detroit newspapers combined. DETROIT IS YOUR MARKET AND THE NEWS SHOULD BE YOUR MEDIUM.

# The Detroit News

THE HOME NEWSPAPER

New York
I. A. KLEIN, INC., 50 E. 42nd St.

Chicago

J. E. LUTZ, 180 No. Michigan Ave.

cally. He said that from his standpoint the trouble with the Government program was that it had too much hay on the ground. I do not know whether you Wall Street farmers get the force of this expression. If any of you came from a farm you know that getting in the hay is a very ticklish matter, that you have to cut it when it is ripe, and you cannot cut too much, because there is always the danger that the rain will come along and destroy it.

The Government, he said, had too much hay on the ground-by which he meant the Government had undertaken more than it could accomplish. That seems to suggest a major objection to this program -the question whether the program

can be made to work.

### Taxes and Debts as **Obstacles**

I have said that the pressure of the debt and the interest charges forced the farmer to expand his production when he knew it was unwise to do so. If he is relieved, as he has been, of the great pressure of his debt charges, and if we can relieve him further of his taxes-and States are doing that, and it is mostly a State matter, because it is the local tax on land that weighs heaviest on the farmer -if those two things can be taken care of, I believe the farmer could be depended upon to handle his production in a way that would produce a much more efficient food plant for the country than a Board at Washington can achieve by directing the farmer as to the use of his land.

After all, the farmer feels he knows better how to run his farm than the Government does, and I suspect he is pretty nearly right

in that.

Now I do not want to leave you with too gloomy a picture of the farm situation. There is this gloom to it. We need have no illusions. Whether we reduce our production voluntarily or by Government action, we must suffer for it. If we do not get back our foreign markets we have got to take from fifty to sixty million acres of good land

out of production because we were using that amount for the export trade. If we take that out of production we not only give a terrific shock to the farm industry but we

affect the railroads.

We affect great grain centers and packing centers and every industry that handles farm commodities. So we should not kid ourselves. If we do not get these foreign markets back and are not ready to buy foreign goods as well as to sell them, and get our tariff barriers down, we are not going to get back to our old standard of living so far as the farm is concerned.

I think that is a great problem there. We might have made a start in the right direction at the London Conference, but that is We have water over the dam. President Roosevelt, and Secretary Hull with Secretary Wallace's cooperation, trying to negotiate re-ciprocal treaties which will help to get these foreign markets back, to the advantage of all of us.

### Not a Totally Gloomy Picture

Still, even ignoring foreign markets, the picture is not one, as I said, of unrelieved gloom. have \$2,000,000,000 more of farm income this year, including the Government payments, than we had two years ago, and the effect has been evident in the revival of retail trade; because as soon as the farmer gets money beyond his expenses and taxes he spends money in your part of the country to buy goods.

So the condition is considerably better than it was. We have gone through the most terrific drought in the history of the trans-Mississippi country. It looked for a time like a national calamity. Our pastures were burned up, we had no water for our stock, we had to sacrifice our animals, and we had to get down to brass tacks in the way of living.

But when the September rains came and things began to green up and the forage crops began to come, the old courage of the West revived and we could take stock

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and see that we had some real advantages from the drought. First it had put our great surpluses of wheat and cotton and corn through the wringer. In one season it had done more than the Government could have done in years in reduc-ing our surpluses. We had culled our herds of the undesirable stock and we had better herds left than we had to start with. So the farm plant has never been more economcally sound than it is today. It is ready to move forward and make money on any trade revival.

The farmer is a typical American, a strong, self-reliant individualist. He follows false gods at times as most of the rest of us do, but he is essentially conservative, essentially a strong bulwark of the American social structure.

I wish you could have taken a drive that I took not long ago out into Kansas to talk with farmers. You would have been impressed as I was with the intelligence and

shrewdness of their comments. They are not the farmers of the cartoons. They are shrewd, intelligent Americans and their wives are women who have done wonders during the depression, keeping the families going and maintaining morale. In their community meetings they have got the farmers and their wives together to discuss not only farm problems but all current affairs, literature and such.

It is a real intellectual life that goes on on the farm today with modern means of communication. You would have found great diversity of opinion on various policies as I did. You would have found some farmers believing that the emergency measures the Government took were justified, some dissenting. But you would have found them all restive under the proposal that the measures be made permanent, with the Government continuing to tell them how to use their land.

## Charles H. Touzalin Dead

Charles Hayden Touzalin, a Chicago advertising agent for nearly a half cen-tury, died at that city last week. Prior to his retirement from active business in April of last year, he had been identified with the agency business for fortyeight years.

cight years.

Like many of the Chicago agents of the earlier days, Mr. Touzalin earned his advertising spurs with the firm of Lord & Thomas, being associated with that agency for twenty-five years. In 1911 he established the Charles H. Touzalin Agency, handling at first a group of steamship and resort accounts. Mr. Touzalin was seventy-two years old when he died.

## Has Sparklets Account

The Sparklets Octooring The Sparklets Corporation, New York, has appointed Kenyon & Eckhardt, Inc., of that city, as advertising counsel. The company is a subsidiary of the British concern which developed syphon bottles that produce carbonated or charged water from ordinary drinking water. A new model is now being sold. Advertising plans call for a development of further sales outlets and study of new markets. markets.

### Chambers to Manage Linweave

Thomas H. Chambers has been appointed manager of the Linweave Department of the P. P. Kellogg & Co. Division of the United States Envelope Company, Springfield, Mass. He has been with the Kellogg Division since 1923.

## B. F. Goodrich Appointments

B. F. Goodrich Appointments
Guy Gundaker, Jr., for the last four
years manager of the sales promotion
division of The B. F. Goodrich Company advertising department, Akron,
Ohio, has been named manager of the
newly created Goodrich automotive accessories department, E. R. Bell will be
manager of the tire accessories division
and W. C. Roberts manager of the
battery division of the new department.
Frank J. Rees, formerly assistant to Mr.
Gundaker, has been appointed sales promotion manager. E. A. Hughes, until
February I, representative of Goodrich
sales promotion in the Albany, N. Y.,
district, succeed Mr. Rees.

### Greater Buffalo Club Installs

Charles F. Broderick is the newly installed president of the Greater Buffalo, N. Y., Advertising Club, succeeding Harry W. Whitney. Hover C. Sutton is first vice-president; Thad W. Gardner, second vice-president; Harry A. Brocas, secretary, and Walter A. Yates, treasurer. New members of the board of directors are: Harold W. Hamilton, Arthur G. Maddigan, William R. Roesser, Howard T. Saperston and Nelson D. Witter. Floyd M. Crawford continues as executive secretary.

### . . Continental Can Elects Huffman

M. S. Huffman has been elected a director of the Continental Can Company, Inc. He will continue in his present capacity as business manager of the company's operations in the San Francisco district.

# in a Dowager Smoke? low many CIGARETTES



landish price for their advertising space on the premise that they are the exclusive journals of the rich. put on a tall hat and charge an out-

The same of the sa

advertising.
You can do it dramatically, in great color pages, double the

size of any other magazine page at a cost of less than one-third

SOME MAGAZINES put on a tall hat and charge an outlandish price for their advertising space on the premise that they are the exclusive journals of the rich.

These magazines are excellent media for advertising lorgenettes, but the eigarette manufacturer—or, as a matter of fact, any other manufacturer—who counts his output by the millions has to think also of the Smiths and Jones's.

The one sure way to reach the greatest number of "pack-a-day" smokers, automobile owners, consumers of food, apparel, or any of the other necessities or luxuries of life, at the lowest possible advertising cost per individual reached, is through The American Weekly.

Here is a magazine so vitally interesting that it is read reguarly by more than five and one half million families.

Some of these people go south in the winter and some of them stay at home. But all of them have the money to buy the things they want and need. If you want more sales, tell these families who read The American Weekly your story-for you can do it here more

economically than you can through any other one form of advertising.

You can do it dramatically, in great color pages, double the size of any other magazine page at a cost of less than one-third

cent per family.

\$16,000 for an inside color page; \$17,500 for a back cover; \$45,000 for an inside color white—the lowest milline rate in any national magazine.

# Where this Magazine goes

The American Weekly is the largest magazine in the world. It is distributed through 17 great Hearst Sunday Newspapers. In 597 of America's 995 towns and cities of 10,000 population and over, The American Weekly concentrates 67% of its circulation.

In each of 134 cities, it reaches one out of every two families In 125 more cities, 40 to 50% of the families

In an additional 165 cities, 30 to 40%

In another 173 cities, 20 to 30%
... and, in addition, more than 1,885,000 families in thousands of over communities, large and small, regularly buy and read The American Weekly.

Where can you spend your advertising dollar more effectively?

# THEAMERICA in the World Circulation

# "The National Magazine with Local Influence"

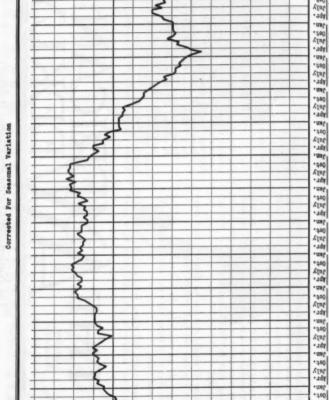
Main Office: 959 Eighth Avenue, New York City

5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . , 222 MONABNOCE BLDG., SAN FRANCISCO 11-20 GENERAL MOTORS BLDG., DETROIT . . . 1454 HANNA BLDG., CLEVELAND . . . 101 MARIETTA St., ATLANTA . . . 1370 ARCADE BLDG., St. LOUIS Brench Offices: Palmolive Blac., Chicago .

> Apr., July Oot., Jen., Jen.

# GENERAL INDEX OF ADVERTISING ACTIVITY BY MONTHS

100 - MONTHLY AVERAGE 1928-1932 INCLUSIVE



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# P. I. Advertising Index

General Index of Advertising Activity, First Ever Compiled, Shows 9.1 Per Cent Increase for December

# By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THIS general index is a composite of the five separate indexes for magazines, newspapers, farm papers, radio, and outdoor advertising, that have been appearing in PRINTERS' INK as data have become available.

Although there are other types of media, such as business papers and direct mail, which are not included, it seems to be a fair presumption that this index reflects with a sufficient degree of accuracy the monthly and yearly fluctuations in the total flow of advertising—the first that has ever been compiled.

This index shows that advertising activity in December, 1934, showed an increase of less than 1 per cent over November, 1934, and an increase of 9.1 per cent over December, 1933.

For the whole year 1934, according to this combined index, advertising increased 14.9 per cent over the year 1933.

Tracing the index back to 1922, the principal points of interest are:

Although the high point was reached in May, 1929 (124.3 per cent of the average for the base period 1928-1932 inclusive), advertising volume had been maintaining a high level of activity since the latter part of 1925.

The depression decline began in November, 1929, and continued without important interruption until the extreme low point of 54.4 in March, 1933, the time of the banking crisis. From the high point in 1929, this represents a decrease of

56.2 per cent.

After March, 1933, advertising picked up rapidly along with general business conditions, showed a slacking off during the autumn of 1933, then a spurt during the early part of 1934, only to be followed by another decline since last June.

Special studies will be made in the future comparing this index with indexes of general business conditions

Since this combined index is made up of five separate indexes, it is not compiled directly from actual data, but represents a monthly averaging of relatives. In combining these separate index numbers, the geometric average has been used. This type of average was found best adapted to the data, and it has the added advantage of being particularly well suited to the averaging of figures expressed in the form of relatives, or index numbers.

In computing this average, it has been necessary to weight each series according to its relative im-Exact figures on the portance. amount spent in each type of media are not available, but there are fairly good bases for estimates, and such estimates have been made running back over a series of years. It was finally decided to use as weights the average estimated value of advertising in each of the five classes of media during the five years 1928-1932 inclusive, which is the base period used in the individual indexes. Experiments with various weights based on different years were made, and it was found not only that the weights selected give the most reasonable results, but also that the variations tried out made very little difference in the net results.

This combined index is corrected for seasonal variation because it is an average of five series, each of which has been corrected for seasonal variation by using the ratio-twelve-month moving average method.

The base period is the average for the five years 1928 to 1932 inclusive. P. I. Advertising Index

Further evidence that **BUSINESS WEEK covers more** executives per advertising dollar than any other publication

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surveys, agencies and ives:
surveys, agencies executives:
advertisers asked executives: "Which magazine is most iness?"
useful to you in your business?" Business Week received and white and white second in the s

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# **BUSINESS WEEK**

The Executives' Business Paper 330 WEST 42ND STREET, NEW YORK, N. Y.

# Partners in Blunder

As More Dynamite Is Exploded in High Places New Attack on Advertising Proves Itself to Be Old Stuff Warmed Over

PARTNERS IN PLUNDER. By J. B. Mathews and R. E. Shallcross. (Covici, Friede.) Here, boasts the jacket, is "another Consumers' Research book that names names and explodes dynamite in high places." Thanks to a review by General Johnson and some skilfully engineered ballyhoo, "Partners in Plunder" has an excellent start on the road toward best-sellerdom.

Since its basis is a vicious attack on advertising and advertisers the book promises to be a companion to "100,000,000 Guinea Pigs" as a rallying point for the vari-colored forces that are attacking advertising and, through it, business itself. As an example of modern muckraking it is an excellent laboratory specimen of the methods used by the CR boys in exploding their

dynamite.

The book, again according to its jacket, charges that the methods of American business are indistinguishable from the gangster methods of racketeering; that the Gov-ernment is a partner in the "plundered billions annually extorted from the American people"; and that when the public begins to revolt against the burdens laid upon it by "chicanery, dishonesty, misrepresentation and organized exploitation of big business, these racketeering methods of merce are transferred to the political field of government and an open dictatorship of finance and industry result." (When it comes to copy writing, the man who wrote the jacket for "Partners in Plun-der" is no mean user of purple words.)

The method used by the authors is that familiar to anyone who has been a student of the Consumers' Research Bulletins, confidential or

otherwise.

Most striking, of course, is their extreme agility in jumping at conclusions on the basis of what certainly would legally be considered insufficient evidence.

For instance, on page 44 the authors say, "When Mr. Hopkins undertook to tickle the fancy of the American people with breakfast food 'shot from guns' his first act was to ask for a 50 per cent increase in price of Puffed Rice in order to raise his advertising budget. This is by no means an unusual mark-up for the purposes of consumer mis-education." Anyone who knows anything about business at all knows that this is a rankly misleading conclusion, that the authors have no justification for their statement that 50 per cent is a usual mark-up other than their own desire to paint a certain picture.

The book is full of similar examples which set an Olympic mark for conclusion jumping which it would be difficult for anybody to

surpass.

### Satisfied to Rely on One Authority

Equally characteristic is the authors' perfect willingness to accept the word of a single authority and then to build a case upon that authority's word. This is an old Consumers' Research device which has again and again led this organization to damn certain products on evidence of the filmsiest sort.

The authors' use of evidence is also peculiar, to put it mildly. Throughout the book they emphasize the untrustworthiness of the American press. Yet the majority of their cases against advertising and business are built on quotations from this same untrustworthy

press

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As an example, on page 341 they quote figures from an advertisement of *The Christian Herald* and use these figures to deliver an attack on that ancient institution the church supper and the way the vested interests use church members for their own ends—with an incidential reference to the Scottsboro boys. It seems rather odd

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ieygithat a book which devotes itself largely to pointing out that advertising cannot be trusted should gladly accept a statement made in an advertisement in order to strengthen the case.

Characteristic also is the authors' skilful use of inference and innuendo when they have no facts to back up their own inferences.

For example on page 99 they say, "In a proposed NRA code for advertising (which was, significantly enough, never adopted) there was a provision which expressly forbade the use of testimonials which do not reflect the real choice of a competent witness."

Obviously what the authors mean to imply by their remarks between parentheses in this paragraph is that there is some dark, sinister force which saw to it that the advertising code was never adopted. Had they taken the trouble to read the discussion on codes in any of the publications covering the advertising field they would have understood how unfair their inference is.

### A Characteristic Attack on Gadgets

Characteristic also is their sweeping attack on gadgets. Starting out with a partially justified complaint against some of the worthless gadgets that manufacturers add to products for sales purposes they sweep nobly on to what amounts to a blanket indictment of all product improvement. They overlook entirely the evident fact that many so-called gadgets greatly increase the value of prodconsumers and ucts to for better living and more efficient As ardent friends home-making. of the consumer they should welcome every effort made by anybody to help the consumer.

Isn't the purpose of Consumers' Research the saving of money for consumers? Why then, should the authors attack the efforts of advertisers who happen to be accomplishing the same thing in a different way?

On page 345 they say, "We have yet to consider that education has become one of the most important

and effective arms of the business enterprise through the establishment of research fellowships and scholarships. Through this system of grants from industry, the ablest young scholars are placed in the indebtedness of business, and the running expenditures of laboratory research are met."

In our imperfect capitalistic structure somebody must finance What CR has always research. persistently overlooked are the millions of dollars spent by manufacturers to improve their products. When one compares the pitifully inadequate research expenditures of Consumers' Research itself with the large sums spent by advertisers, it is a little difficult to understand why the friends of the consumers must so bitterly attack those advertisers who are doing frequently the kind of research job that CR would like to do if it could afford it.

Certainly the advertiser who operates an efficient research laboratory is equipped to give the consumer a lot better service than Consumers' Research itself which on more than one occasion has placed unusual weight on the unsupported statements of "a member."

### A Conclusion Based on Mis-statement of Historic Fact

The authors' unusual conception of their task leads them, for instance, to make such a statement, "In the days of a simpler economy, purchasers of consumers' goods possessed a practical knowledge of the quality and utility of the things they bought that would, if it were widespread today, wreck the business and good-will of many an industrial concern making consumers' goods."

This is such an obviously indefensible mis-statement of historic facts. Nobody who knows anything of the history of this country or of European countries would want to boast of the buying intelligence of our forefathers. Doubtless they did know a great deal about certain articles that they ate and wore, but to paint them as beings who were divinely gifted in their knowledge of the things they



# RETAIL LINAGE GAIN IN UNITED STATES..

URING 1934, The Buffalo
Times gained 2,149,641 lines of Retail Display—the largest gain recorded
by Media Records for any newspaper in the
United States.

IN Total Advertising, The Times gained 2,577,776 lines, a record exceeded by only one other newspaper.

THESE tremendous increases are significant of the wide recognition of the influence and momentum of Buffalo's Scripps-Howard newspaper today—the new Buffalo Times.

THE growing circulation of The Times represents sound Scripps-Howard value and provides powerful coverage in New York State's Second Largest Market.

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# Buffalo Times

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARI NEWSPAPERS...230 PARK AVENUE, NEW YORK CITY CHICAGO . SAN FRANCISCO . LOS ANGELES DALLAS . DETROIT . PHILADELPHIA . ATLANTA

bought is to so badly distort the actual facts as to be ridiculous.

In their chapter on counter feiting, the authors close with a disapproving reference to the statement from an English trade journal as follows: "One of the blessings of modern industrialism is that it has conferred on the masses of the people highly successful imitations of things that were formerly only enjoyed by the wealthy few."

It is a little difficult to follow the reasoning of the authors here. In several parts of the book they show their worship of things as they are in Russia where, according to the Russian leaders, a tremendous effort is being made to make life pleasant for the masses. When a manufacturer, however, builds a worth-while imitation, a genuinely valuable "ersatz" product, the authors raise their hands in horror, apparently placing him in the same category with the manufacturer who makes a worth-The authors apless counterfeit. parently would prefer the common man to have no labor-saving devices rather than to have devices that are efficient imitations of more expensive ones.

It will be possible to go through the book and choose similar examples of peculiar logic from almost every page.

Obviously what the authors have created is a feverish, muck-raking book, packed full of the familiar clichés of radical speakers and writers, a book that has no particular value as an interpretation of facts or conditions.

Since the book contains such a vicious attack on advertising a reviewer may be pardoned calling the attention of the authors to two examples of the advertising of their own book.

The jacket carries the definite statement that this is "Another Consumers' Research Book."

In the preface the authors say, "Without access to the extensive files of Consumers' Research and without the most generous use of its facilities, the preparation of this volume would have been impossible. The responsibility for interpretation of the material is, of course, the authors'."

Is this a Consumers' Research book or isn't it?

On the jacket also appears this statement, "No more startling and timely study of present trends in American life has yet been published."

Authors who are so vitally concerned with the fact that advertisers are prone to boasting and exaggeration should at least edit their own copy carefully. Or is it perhaps true that commercial puffery is excusable only when boosting the wares of members of the CR staff?

### An Incident About the Book's Own Advertising

As an interesting postscript consider the following illuminating incident:

In his review of the book in The Saturday Review of Literature, General Johnson said, "You won't even get a thrill unless you happen to have a sly salacious bent—there is one filthy little word picture near the end of the book—if the Postal Department lets it get through the mail."

On the day following the publication of this review, an advertisement for "Partners in Plunder" in the New York Times started with this headline, "No, General Johnson, This Book Should Not Be Suppressed!"

The first paragraph in the copy said, "In his review of 'Partners in Plunder,' the new Consumers' Research book, which appears in the February 9 issue of The Saturday Review of Literature, General Hugh S. Johnson calls the book a 'sell,' attempts to create the impression that its authors' documented charges of gangster methods and racketeering in business are untrue, and then, confusing a book review medium with a cavalry barracks, suggests that the Post Office Department deny the book the use of the mails on a charge of salaciousness."

Is it untactful to suggest to the authors that the next time they publish a book about exaggeration in advertisement for "Partners in Plunder," they have an excellent case to add to their bulging case book?

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# More Than Just Brushes

How Display Plan Simplifies Selling of Multiple Line and Increases Retail Profits

Data supplied
By Walt R. Foss

Vice-President, Wooster Brush Company

THERE are more than 2,000 different styles, sizes and kinds of Wooster Foss-Set brushes. Obviously no dealer will or should carry a complete line. Which ones shall he carry? How many of each?

The Wooster Brush Company has developed a plan that has helped dealers find the answers to these questions. The Wooster Sampler Brush Selling System, as the plan is called, has simplified the sale of a complete line of brushes to the dealer and at the same time has given him a smaller, more condensed, better selected line than would ordinarily be chosen if it were left to the discretion of the distributor's salesman or the dealer.

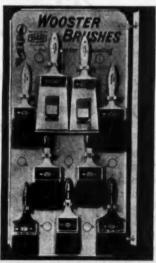
The plan accomplishes this as well as reducing the investment and increasing the profits of the dealer. At the same time it has enabled the company to add many more full-line dealer accounts. Many dealers have reported that this system has reduced their investment in paint brushes as much as 50 per cent and increased profits up to 100 per cent.

The first step in developing the plan was, of course, to work out a model stock. The selection of the numbers to be included was made after analyzing thousands of actual sales records of individual brushes for a period of years. Twenty-six of the most popular brushes are included in the assortment. The suggested quantities represent a minimum for the average dealer at all times. Only the best sellers were included. Selection of the right types and sizes insures steady, continuous sales.

There is nothing startling, however, in a model stock plan. The company decided that to be really worth while, to accomplish anything, there should be more than just a suggested assortment. Assortments frequently over-stock the dealer on certain sizes and types. What was needed, it was reasoned, was a system which would enable the dealer to re-order the individual numbers as sold, thus increasing turnover and reducing investment.

In addition, the company knew that more brushes will be sold if they are displayed. Some sort of reminder for the customer and the retail clerk is needed.

The answer was found in a swinging metal panel display, holding the simplified line of brushes. This panel attaches to the vertical



This swinging display can be attached to vertical shelving in the paint department

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ACIFIC NORTHWEST residents reach eagerly for each day's issue of that venerable but sprightly newspaper, The Oregonian, wondering what to expect next.

For the LADY of Oregon—who recently blossomed out in brand new dress, modern head-line style, and colorful, metropolitan make-up—liked the hubbub caused by her rejuvenation.

She decided to get younger and younger.

Each month, each week, almost each day sees some new appeal, some new feature, some new department.

Just at the turn of the year, for example, she presented exclusively in the Pacific Northwest that outstanding journalistic achievement of the century—WIREPHOTO service. Now

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# OF OREGON"

readers see clear, perfect reproductions of news photos received by wire with the speed of news. Newspaper readers in only 23 other cities in America and in only two other Pacific Coast cities share this modern privilege of seeing the news at the same time they first read it. The LADY of Oregon marches in the forefront of newspaper enterprise. In the Pacific Northwest she paces Progress.

In this the LADY of Oregon merely gives modern expression to the policies of the founder.

Thirty-four years ago, H. L. Pittock, the founder and owner, said upon the occasion of The Oregonian's fiftieth anniversary:

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Now

Oregonian will grow; its policies in the future, as in the

past, will be to keep fully abreast of the times and to spare neither expense nor pains to give the public the greatest newspaper possible in the territory."

Firm in the old, sound ideals, with 84 years of public service to her credit, and buoyant in the new spirit of youth that has encompassed her, the bear LADY of Oregon zooms on to new heights.

Has her amazing rejuvenation stirred up reader interest? Ask anyone in the Pacific Northwest! Are advertisers capitalizing this magnified reader interest? Note the mounting lineage figures! We suggest that you make sure The Oregonian is on your media list. Grow sales in this rich, active market while the

LADY of Oregon grows younger and younger.

# OREGONIA

PORTLAND, OREGON

National Representatives: Verree & Conklin, Inc., New York, Chicago, Detroit, San Francisco • National Color Representatives: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Los Angeles

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shelving right in the paint department near the paint and swings both ways so that it does not cover any other merchandise, yet is convenient and prominently in view. With the display goes a combination stock-control guide and brush sales-aid card. Dealers replace the brushes on the panel, as sold, from the model stock and keep track of needed items by means of the stock-control guide.

A second part of the plan consists of a special counter display case which holds the fill-ins, thus displaying even the replacement brushes. The consumer is reached with the Wooster message twiceonce through the panels and next by means of the open counter dis-

As a further incentive to get

dealers to buy the complete assortment and take advantage of the new plan, the deal includes, at no extra cost, the self-display carton containing twenty-four packages of brush cleaner, six brushes equipped with a protective all-metal wrapper, called a brush-keeper, and an assortment of point-of-sale advertising helps.

A plan of this sort enables the company and the distributors' salesmen to talk profits to dealers rather than just brushes. In promotion material sent through the mails and carried in the salesmen's portfolios, this profit idea is stressed. When there are 2,000 items in a line, it is easy for dealers to overstock on certain ones and thus tie up their profits. This plan elimi-

nates this difficulty.

### Advanced by National Cash Register

Ralph Becker, formerly with The Geyer Company, Dayton, has been ap-pointed advertising manager of the Na-tional Cash Register Company that city. George Haig, formerly advertising manager, has been made director of advertising and promotion.

### Beckwith Joins Stack-Goble

S. C. Beckwith, formerly with the Chicago office of the Branham Company, publishers' representative, and prior to that with the Beckwith Special Agency, has joined the Stack-Goble Advertising Agency, Chicago, as an account executive.

# Now Reehl & Hacker, Inc.

The name of the Reehl Printing Company, Inc., New York, printing and lithography, has been changed to Reehl & Hacker, Inc., Fred A. Hacker, sales manager, having bought an interest in the firm the firm.

# Harden Opens Own Office

Edward F. Harden, for the last four years publicity director of London Terrace Apartments, New York, is opening his own offices in Rockefeller Center, that city, as an advertising, printing and photography consultant.

# Has White Star Advertising

The White Star Company, Kearney, N. J., chemicals, moth balls, etc., has appointed the Chas. Dallas Reach Company, Newark, N. J., as its advertising agency. Direct mail and business papers will be used. will be used.

### Cohn, Vice-President, Collier Advertising

Arthur Cohn, contract manager Collier Advertising Service, Inc., New York, has been made vice-president and manager of the contract department. He recently completed thirty years with the company.

# Zahrndt to Kelly-Stuhlman

Walter W. Zahrndt has resigned as secretary-treasurer of Jimm Daugherty, Inc., St. Louis agency, to join Kelly-Stuhlman Company, newly formed agency of that city. He has been elected vice-president and treasurer of Kelly-Stuhlman and is a principal in the firm.

### With "Drug Store Retailing"

Julian H. Rosenfeld, for thirteen years member of the copy staff of Hanffa member of the copy staff of Hanfi-Metzger, Inc., New York, and, more recently, with Advertisers' Exchange, Inc., New York, is now with Drug Store Retailing, New York, as retail service manager.

### Dorf Names Donahue & Coe

B. B. Dorf & Company, Inc., New York, sole agent for Holloway's Gin, Nuyens' Cordials, Power's Irish Whiskey and other liquors, has appointed Dona-hue & Coe, Inc., New York, as its ad-vertising counsel. Magazines and newpapers will be used.

# Paper Account to Lewis and Clark

The Rising Paper Company, Housa-tonic, Mass., manufacturer of bond and writing papers, ledger and index papers, etc., has appointed Lewis and Clark. Inc., New York agency, to bandle its advertising account.

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nd nd rs, INTERNAL REVENUE collections up 900 million dollars over 1933, increase of about 43 per cent, according to Treasury Department . . . Government checks totaling half a billion dollars assured farmers in 1935, say Government economists. . . . Federal Office of Education issues 1935 Educational Directory containing lists of colleges, State and county school offices, city school officers, and educational associations and directories. . . . Bureau of Foreign and Domestic Commerce begins publication of monthly "Trade Review of Canada" dealing with trade and business conditions in Canada, subscription \$1 a year. . . .

Advertising World of London believes "loss in revenue from cigarette and tobacco advertising to the (English) newspapers for nine months of 1934 would be in the neighborhood of £300,000." . . . Duplication in Federal, State and local taxation discussed in leading article in The Index published by New York Trust Company. . . One-fourth of the total U. S. population attends school daily with approximately 1,063,000 teachers and estimated total income for all education over 3 billion dollars, according to "Statistical Summary of American Education 1931-32," published by Federal Office of Education. . . .

Oklahoma Governor signs bill providing tax on cigarettes.... State of Michigan made net profit of 3 million on its liquor stores in 1934, according to former chairman Frank A. Picard of Liquor Control Commission in New York Journal of Commerce.... Lower House of Georgia Legislature passes chain store tax bill in face of Governor's objections...

National Petroleum News for February 6 shows sixty-three bills to tax chain stores introduced up to February 1 in twenty-four State Legislatures with twenty-one States having already passed chain store taxes. . . . Federal Commissioner of Education in commenting on test series of broadcasts by his office says: "Information gathered convinces us that those who provide public entertainment are overly pessimistic about the quality of American audiences. They have swallowed the myth that we are a nation of 12-year-olds." . . .

National Retail Code Authority announces interpretation of Article IX, Section 1 (A) of retail code dealing with instalment selling and advertising thereof. . . N.I.R.B. continues stay of effective date of scrip provisions of retail trade codes to May 1. . . NRA approves code authority for Electrotyping and Stereotyping Industry. . . Actual cost to industry of administering of NRA codes \$41,400,000 a year, according to announcement made by NRA Budget Director Brown. . .

President has signed code of fair competition for cigarette, snuff, chewing and smoking tobacco industry effective February 18 and in force until June 16, and directs NRA Division of Research and Planning to make study of conditions in the industry relating to wages and hours of labor. No fair trade practices in code. . . Exception is taken by the Trade-Mark Service Company, New York, to previous reference

to a statement by the Association of the Bar of New York City to effect that State registration is not necessary to protect trade-mark rights: company quotes U. S. Supreme Court as holding that "Property in trade-marks and the right to their exclusive use rest upon the laws of the several States and depend upon them for security and protection." . . . Dingell introduces bill H.R. 5433 to repeal Federal taxes on automobiles and accessories including tires and tubes. . . . American Bakers Association urges Copeland to eliminate food provisions from S. 5. . . . National Association of Insecticide and Disinfectant Manufacturers favors Mead food and drug bill. . . . Wholesale commodity prices continued upward trend during week ending February 2, reaching highest level since December, 1930, according to Bureau of Labor Statistics. . . . "General business conditions have shown definite improvement during January. Industrial production which in December equaled the 1934 high after due allowance for seasonal variation has shown a further gain since the first of the year," says Survey of Current Business, U. S. Department of Commerce. . . . Alexander Hamilton Institute believes prospect is that farm income in 1935 will be only slightly higher than in 1934. . . .

Public hearing February 20 in Washington on uniform contract forms for the sale of syndicate and newspaper mats. . . . NRA announces public hearing March 7 to April 4 "to guide the administration in eliminating unnecessary overlaps between the Graphic Arts Code and other codes," private plants not included in this hearing. . . Ladies' handbag code authority proposes new section to prevent free deals, free merchandise or combination deals. . . .

Chamber of Commerce of United States estimates 1934 industrial production 25 per cent greater than that of low year 1932. . . . Production and distribution at about even pace in rising trend, according to Dun and Bradstreet. . . . "Industrial activity continuing at the high levels attained late in January with indications that further increases in production volumes will be registered this month (February)," says Standard Statistics Company, adding that most industrial machinery lines made steady recovery during 1934, and trend will doubtless continue during 1935. . . . Review of Reviews index of general business rises steadily standing at 63.7 per cent of 1919-1931 normal. . . . Business Week index 65.1 against 64.7 preceding week and 70.8 average 1930-34. . . . N.I.R.B. appoints six to make special inquiry of existing and proposed code provisions dealing with distribution differentials affecting trade channels. . . . A.A.A. sends expected important amendments to Capitol including proposed authority to examine processors' books. . . . Pennsylvania administration said to be planning cigarette tax and increased gasoline tax.

# Form Arnold K. Isreeli and Associates

Arnold K. Isreeli and Asseciates, foreign language advertising and merchandising counselors, have opened offices at 41 East 42nd Street, New York. Principals in the business are Arnold K. Isreeli and Roger J. O'Donnell, both of whom have been identified with advertising for many years.

### Howard Law Appointed by Visomatic

Howard Law has been appointed an account executive of Visomatic Systems, Inc., New York, and will work in the Philadelphia area. He formerly headed his own advertising agency in Philadelphia and, more recently, has been advertising manager of the Thermoid Rubber Company, Trenton, N. J.



Underwood & Underwo

# Lloyd's Reports Idle Shipping Reduced 37%

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Exports of American manufactured good up 42% from last year.

And American Exporter advertising at the highest level in three years.

Business is good with American Exporte advertisers. Ask any of the more than 20

# AMERICAN EXPORTER

World's Largest Export Journal-58th ye 370 Seventh Avenue......New York, N.

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MEMBER OF THE UNITED PRESS . . . AUDIT BUREAU OF CIRCULATIONS METROPOLITAN SUNDAY NEWSPAPERS and of MEDIA RECORDS, INC.

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ADVERTISING RESPONSIV EREST ADVERTISING RESP ST ADVERTISING RESPONS NTEREST ADVERTISING RE ADVERTISING RESPO An Instance

During 1934, 94,724 requests for information bulletins and answers to questions, (88,813 bulletins-5,911 letters), were received by The Pittsburgh Press Washington Bureau of Information. Cost of bulletins ranges from 5c for a single bulletin to 21/2c each in quantities of 100 or more.

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## Rupert Brooke and Sales

Since Advertising's Province Is to Sell Goods, Maybe Copy Writer Should Shun Poets

## By Samuel Carter, III

Bureau of Advertising, American Newspaper Publishers Association

WHEN Socrates hailed the Athenian poets as "best of strangers," but amended in no light undertones that they established false impressions and therefore had no constructive purpose in the ideal state, he injured himself in the eyes of a number of the advertising fraternity who find—or who profess to find—among the poets the key to better copy.

Whether this belated acceptance of poetry by commercial enterprise is a reflection on advertising or a reflection on Socrates is not readily apparent. But neither are the arguments for this acceptance.

It has always pleased advertising men to consider themselves a little closer to creative art than to the trade of selling goods. Copy writers are particularly prone to this illusion. Because he uses written words, it is easy for the copy writer to believe himself a step removed from ordinary selling and a step closer to St. Paul, Rupert Brooke, and Homer. These three appear—in Mr. Powers' recent article in PRINTERS' INK\* as elsewhere—to have become the modern deans of copy writing. . . And while the reflected honor may be pleasing to our vanity, the laurel has some poison ivy in it.

In the first place—and allowing that no satisfactory definition of poetry has been discovered—consider this:

Poetry involves a skilful creation of images in words, deeply colored by personal emotion, and leaving much to the interpretation of the reader.

Copy writing—and this cannot be over stressed—is *exposition*. It doesn't create images, it describes

as a rule impose the personal emotion of the copy writer; and it should not leave much to the interpretation of the reader. There are exceptions to this, of

images assigned to it. It should not

There are exceptions to this, of course, but they remain exceptions. The basic approach to poetry and to copy writing are so different that we have no business sending the would-be copy writer to the poet unless we are willing to accept the consequences—that is, unless we are willing to accept self-expression in place of exposition, personality in place of "punch" (that useful word which advertisers use when they don't know what a piece of copy lacks).

## Two Different Types of Imagination

As finished products, however, poetry and copy may have enough superficial traits in common to imply that common methods underlie them both. Mr. Powers points out, for example, that both the copy writer and the poet create vivid mental images and stimulate imagination. But the poet's imagination is an instrument of self-expression, unrestrained and often undirected . . . reaching in its extreme a Kubla Khan that no one fully understands. The copy writer's imagination is an altogether different instrument of different purpose. Rather than personal and creative, it is social and analytic. It must be directed largely at his audience (rather than at what he writes about) to determine the best method of approaching readers . . . and it should be an imagination founded pretty solidly on knowledge, not of poetry but of pros-

Now, there seems to be an aversion among advertising men toward

<sup>\* &</sup>quot;Go to the Poets, Thou Ad Writer," Marsh K. Powers, PRINTERS' INK, December 13, 1934.

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# 3 YEARS OF LEADERSHIP

When times were tough and every advertising dollar had to do its duty, Philadelphia's great department stores relied upon the EVENING LEDGER to do the job. January marked the thirty-sixth consecutive month in which they placed more advertising in its pages than in any other evening newspaper. That the EVENING LEDGER has produced for these stores is revealed by the manner in which they continue to place a far greater proportion of their advertising in its pages.

DEPARTME	ONT ST	DRE LINAG	10
EVENING LEDGER		2d EVENING PAP	
5,298,237	1932	1,980,008	
6,020,817	1933	1,485,480	*
6,579,368	1934	1,827,808	408
•	Sunger! Media Bi	soords)	

The EVENING LEDGER is first in America among all weekday newspapers in Department Store advertising.

National advertisers may well profit by the experience of Philadelphia's leading retail merchants by placing their advertising in the newspaper where the advertising dollar does its duty . . . and then some!

## PHILADELPHIA

## **EVENING PUBLIC LEDGER**

More news for readers . . . more sales for advertisers

REPRESENTATIVES:

NEW YORK: Hugh Burke, 60 E. 42d Street CHICAGO: John E. Lutz, 180 North Michigan Avenue

simply describing an object as it is. Mr. Powers asserts that both poet and copy writer resort to the power of suggestion rather than "mere exposition." Why an ad-vertising man should speak slight-ingly of mere exposition—as if telling what a product was, and what it might be good for, were beneath the trade of advertisingis beyond this writer. Furthermore, while suggestion quite obviously plays a part in advertising copy, this is no exclusive link with poetry. Suggestion also plays a part in scandal columns, movies, politics, burlesque, religion, crime, and countless other forms of human contact.

That the copy writer might follow the poet's use of graphic parallels is fair advice. But the danger of over-stretching parallels to the confusion of the reader should be, and has been pointed In every event, the parallel must be a pretty simple one, common to the experience of most consumers. An example Mr. Powers uses-the only example of parallel in his discussion I can find-is certainly the last thing a copy writer should commit: Keats' lines on "Chapman's Homer"-

Then felt I like some watcher of the

When a new planet swims into his ken.

To how many average Americans is the experience of a new planet swimming into ken a common one? To how many will it present immediately a clear-cut image or emotion? In using metaphors, as in using all figures of speech, the copy writer must be guided not by what his own imagination offers, but by what his audience can understand and best react to.

The assertion that poets and copy writers must achieve their goal within restricted space is among the common links ascribed to them. We may, says Mr. Powers, eliminate "the mechanical elements of poetry-fixed rhythm and rhyme" which is eliminating quite a lot. (And what is space restriction if it isn't a mechanical element?)

Limits in length apply to a number of poetic forms—the sonnet, obviously—but where is there any constraint of space in Chaucer, Spenser, Byron, Pope or Wordsworth?

#### The Best of Poets Meander

Neither the poet nor copy writer may meander, Mr. Powers states. True enough of the copy writer; but who can claim that Shakespeare. Shelley, Coleridge-and the writers named above-do not meander? Coleridge, asking: "Is it the wind that moaneth bleak?", answers himself with the description of a lady's hair and ends up on the last leaf of autumn.

Finally Mr. Powers points out that neither the poet nor copy writer should bore his audience. This seems self-evident-but again one of the generalizations that could apply with equal force to almost anything that tries to get attention. As a matter of fact, a vast amount of poetry that survives in popular acclaim today is pretty boring-many passages of Wordsworth, for example. Furthermore, one detects in this precaution, as well as in the reference to restricted space, the advertiser's natural recoil from thorough exposition.

If a prospective buyer is interested in a product, he won't be bored with reading about why that product is worth buying, and what it can do for him. If he's not interested he won't read it anyway. Copy should be just as short—or long—as what there is to say about the product.

I insist throughout this discussion on the word "should." Plenty of copy, I realize, behaves differently and gets away with it-even to the point of winning prizes. But to an increasing degree advertisers as well as consumers are considering not what advertising can be. but what it should be. Certainly it would be nice if advertising could be beautiful; it would be nice if people bought things from appreciation of a nicely polished phrase. But it's fair to maintain, I think, that advertising copy must aspire

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first to (1) sell goods, (2) do this honestly-by letting people know, down to the last important detail, what they're buying.

(Obviously the second of these reasons can be something of a halter on imagination. It would be unfair for the copy writer to induce consumers to imagine that the product could accomplish things it couldn't; as it would be unwise to let his own imagination get the better of him in describing

it.)

In performing this dual service the copy writer should recognize that he is simply an interpreterattracting as little attention as possible to himself—and subordinating deathless prose to perishable merchandise. Writing that is so original or so extraordinary that draws attention from the thing described is, we'll most of us agree, In the same way adpoor copy. vertising that wins awards, without some check on what it did for sales, should be regarded with mistrust. No advertisement is a unit in itself; it should never be judged as a unit. It is simply a link in a chain, and to judge it apart from the load the whole chain pullsi.e., sales volume-is to miss the point.

danger of sending the One would-be copy writer to the poets is that it sets the ability to write—to dash off polished phrases—as a thing apart. It isn't, in advertising, and it never will be. The in-spiration of good copy is not poetry, but a knowledge of merchandising processes, of people, clerks, consumers, market varia-tions, and so on. And yet an advertising agency ran an ad in PRINTERS' INK not very long ago asking for a copy writer who could write like Rupert Brooke. Under the heading "Can you write such copy about the plain things of life?" the following passage was offered as criterion:

White plates and cups, clean-gleam-

Ringed with blue lines; and feathery, faery dust;

Wet roofs, beneath the lamp-light; the strong crust

Of friendly bread; and many-tasting food:

Rainbows; and the blue bitter smoke of wood;

And radiant raindrops couching in cool flowers;

And flowers themselves, that sway through sunny hours,

Dreaming of moths that drink them under the moon;

Then, the cool kindliness of sheets, that soon

Smooth away trouble; and the rough male kiss

Of blankets; grainy wood, live hair that is

Shining and free; blue-massing clouds; the keen

Unpassioned beauty of a great machine:

The benison of hot water, furs to touch;

The good smell of old clothes; and other such-

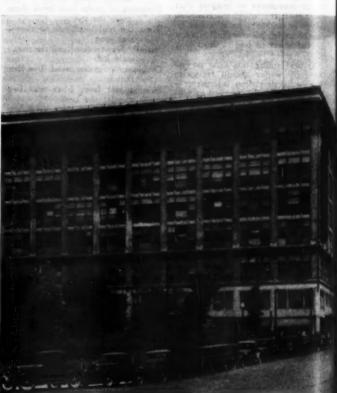
The comfortable smell of friendly fingers,

Hair's fragrance, and the musty reek that lingers

About dead leaves and last year's ferns. . .

Now I take this not as a conceit but as sincere belief that copy written to poetic standards is good selling copy. I take it to mean that the agency feels that Rupert Brooke's description of the "plain things" is the sort of description that would make people want to buy those things, above competing brands, if they were branded mer-I take it that whoever vrote the ad believes that Rupert Brooke's talent has a quality that makes you want to buy, not Rupert Brooke's poems, but the Old Vicarage at Grantchester, and every-thing Brooke wrote about.

But I do not believe that otherwise satisfied housewives would buy a blanket because it had a "rough male kiss." I do not believe an industrialist would buy a machine because it had a keen unpassioned beauty. I do not believe the average shopper would buy bread because it was friendly, sheets because they were kindly, clothes because they had a good smell, or a dinner set on the grounds that it



In Columbus F. & R. Lazarus & Co. is known as a leading quality store, and nationally as one of the most progressive

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## & R. LAZARUS & CO.

Good Housekeeping read by more women customers than any other magazine

presentatives of Mumm, Romer, Robbins & Pearson, Inc. interviewed 20 women buying in 16 departments of F. & R. Lazarus & Co., Colums, Ohio, department store.

.8% of these women said they read magazines regularly.

## Summary of Interviews

Question No. 1:

Question No. 2:

What magazines do you yourself d regularly?"

"Of these magazines is there any one of whose advertising pages you have particular confidence?"

	Question	
	No. 1	No. 2
Good Housekeeping	450	310
Woman's Home Companion	255	23
Ladies' Home Journal	249	37
McCall's	246	42
Saturday Evening Post	230	40
American	229	20
Cosmopolitan	226	16
Collier's	185	13
Delineator .	159	8
Time	136	19

First 10 magazines only. Details of the survey in F. & R. Lazarus & Co. may be had upon request. This is but one of a group of surveys made by advertising agencies among women buying in 274 stores of all kinds in 20 cities. 31,520 women were interviewed of whom 14,728 were buying in 17 department stores.

ore readers buying—more readers believing in advertising—are good reans why it pays to advertise in Good Housekeeping.

# Housekeeping

Everywoman's Magazine 25¢ a copy; \$2.50 per year

was "clean-gleaming, ringed with blue."

The agency might come back at this with the assertion that each line quoted above was not their idea of a complete piece of copy on each object treated. But it is poor copy even as far as it goes-and if it went further it would lose its charm entirely. Compound words like "many-tasting," "clean-gleaming"; vague, imaginative, emotionally colored words that run through all of Rupert Brooke are words that evade meaning rather than establish it.

There is about all poetry an elusive quality that is part and parcel of its being, that is never to satisfy fact or exposition. Certainly no one is going to claim that Brooke's "Oh God, to see the branches stir across the moon at Grantchester!" is a statement of how branches stir across the moon-without overtones of feeling, of suggestion, of cumulative dramaturgics that lend the words their meaning.

Possibly some people will maintain that all this is quibbling-that good writing is good writing, and a copy writer should go to the best. Well, good design is good design; but the construction of a racing sloop is a different matter altogether from the building of a theater or an office building. An apprentice in one has no business following (so far as his profession goes) a master in the other. And directed to do so he may fall on grievous ways. The following piece of copy, quoted verbatim from a recent ad in New York newspapers, shows what can happen when a copy writer goes poetic. Under the headline, "Peace and the Pierre," we have this:

The peace of the Park from the casements . . . and the peace of the Pierre itself inside . . . the articulate silence of great rooms, furnished

with great beauty and great reserve . . . an oasis of quiet in a wilderness of unrequited longings for peace . . . the residential hush of the old Fifth Avenue reborn in the new!

"Park . . . Peace . . . Pierre!" "All ready for October!"

The practical information "Ready for October" strikes an almost ludicrous note against the lush lines that precede it-but it remains the only line with which an apartment hunter can satisfy his thirst for information. Nothing, mind you, about elevator or maid service, nothing about size of apartments, space for children, or where to keep the dog. Nothing but the unrequited longing of a copy writer to become a poet.

Quite frankly, are we altogether honest in referring the would-be copy writer to the poet? Do advertising agencies, whose mission is producing sales for clients, really want someone who can write like Brooke-or do they want to feel, quite humanly, that their work is on a kindred plane? Would Rupert Brooke have made a success of Macy's, Lever Bros., the World's Fair, and Anna Sten?

Or is this a pleasant conceit, that we should be a little cautious in insisting on?

So long as the copy writer can consort with the consumer, he can let the poets go by. So long as he can take his wife out shopping, wander through the store aisles, listen to the chatter of prospective buyers; so long as he can talk to taxi drivers, clerks and Pullman porters; read the newspapers, the popular weeklies, Damon Runyon; go to the movies, ride on subways, watch parades; visit homes on Bleecker Street and Sutton Place, in Bronxville, Minneapolis and Lester Prairie . . . he can leave the poets to their own province, and be satisfied that he's in his.

### Appoint Lucerna Agency

S. M. Schwab, Jr. & Company, drapery fabrics, and Universal Sound System, Inc., talking picture equipment, both of New York, have appointed the Lucerna Company, of that city, to direct their advertising accounts.

#### Heads Delmarva Publishers

A. R. Holcomb, of Berlin, Md., has been elected president of the Delmarva Press Association, which includes the newspaper publishers of Delaware and the shore counties of Maryland and

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## And Now the Gas Pump

Interesting Group Advertising, Hooking Up with Oil Development, Comes from Modernization Idea

was originally intended, the Federal modernization movement is creating ever-widening circles of activity in other industries outside of the home building field in which it was originated. cently the oil industry announced plans for a buying program which will involve more than \$60,000,000 this year in new equipment, plant replacements and new stations. This tie-up by the oil industry with the modernization movement has, in turn, suggested a group advertising and selling program to the Gasoline Pump Manufacturers Association which is composed of all the leading manufacturers of gasoline stations in the business.

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This group will shortly begin an advertising campaign in all of the oil trade publications. The theme will not concern itself with the individual product of any of the contributing manufacturers will, in a general way, suggest the place of gasoline station equipment as a factor in the modernization movement of the oil industry which can lead definitely to increased sales. As the program gets under way, salesmen of the individual companies calling on their prospects will, of course, sell modernization in the same way that the advertisements will be doing and then will launch into their sales stories on their own individual product and its ability to fit in with this general idea.

The advertisements themselves will not feature or talk about pumps and equipment but will confine themselves to the idea of dressing up stations and modernizing them to keep step with the high type of merchandising and surroundings which the average motorist meets with in department stores, haberdasheries and other retail outlets that he patronizes from day to day.

In a subtle way the campaign will try to get over the fact that since there is no price pull, the cost of gasoline and oil being the same regardless of price wars, the place that looks the best and suggests the snappiest service, will get the business.

The advertising will begin in March and, as outlined in this



Opening business-paper advertisement in the pump manufacturers' campaign

stage, will show cross-sections of the gasoline buying market, including the woman driver, the business man, the younger generation, the skilled laborer, the neighborhood man, the great army of salesmen all of whom, from retail experience in other fields, are learning to expect modern and efficient merchandising.

After this theme has been developed, other advertisements will use analogies, such as the speed of air transport contrasted with the old railroad transport, the Leviathan in dry-dock with the Rex on the high seas, and similar contrasts to suggest that gasoline stations in

# IF DEPARTMENT STORES WILIKE



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De you sell 1935 the lead! McCall's new



# WILIKE SOME MAGAZINES

T'S A good thing department stores aren't run like some magazines. They'd be selling pie in the dress department. Silk stockings at the lunch counter. and cigarettes in the hardware department.

Lucky for them, they are well aware of the virtues of "ensemble" selling, of selling like with like. Magazines seem to ignore this obvious merchandising tuth. Except McCall's. Knowing it is easier to take advantage of a woman's moods than to try to change them, McCall's sorts its contents into a triple magazine based on her triple interests—Herself, Her Home, Romance.

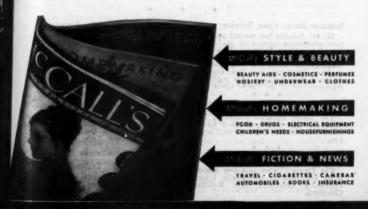
When she is buying a dress, she's more apt to read your advertisement for a foundation garment to go with it—in McCall's Style & Beauty. Your sliced pineapple advertisement is a timely suggestion—not an interruption—in McCall's HOMEMAKING. And it's like reading her mind to run your travel advertising when she's reading a romance in McCall's Fiction & News.

Your advertising is MORE effective in McCall's.

Are you capitalizing this great department stere merchandising influence? During 1985, millions of women will go into the leading department stores of the country and buy millions of McCall patterns. As a result, over \$100,000,000 worth of materials will be sold, set to mention notions, new hats, shoes, hosivy, lingerie, corsets and accessories. And opportunity is afforded for the sale of many other items to which these women are exposed in the course of such shopping expeditions.

Do you sell electrical appliances? During 1935 the leading utilities will be merchandising McCall's new series of "consumer-proved" electrical articles to their customers. Written by such outstanding home economists as Ada Bessie Swan of the Public Service Corporation of New Jersey, Fern Snider of Georgia Power Company, and others, these articles will establish a new high in their authority and practical usefulness.

Here's exciting news for food manufacturers. Continuing its series of "consumerproved" food projects, McCall's will shortly publish the results of another original consumer research of far-reaching influence regarding food tasties and proferences, based on a study involving the serving of over 2500 meals to children by McCall's Food Staff.



a similar manner must gear themselves to the modern tempo in style and efficiency.

The opening announcement advertisement is captioned, "Let's Go Places Together—Modernize!" In the background of the illustration are shown the Three Musketeers while in the foreground are shown, photographed arm in arm, the station owner, the equipment manufacturer and island salesman, implying that, like the Three Musketeers, these three must work all for one and one for all. The copy is brief and reads:

"Three Modern 'Musketeers' . . . Station Owner . . . Equipment Manufacturer . . . Island salesman . . . get together . . . modernize . . . to make 1935 profitable to all."

The photograph of these three individuals which occupies a prominent place in the first advertisement will be used in succeeding advertisements in smaller space as a sort of insignia and identification mark for the whole series.

According to G. E. McKinney, who has developed the program for the equipment manufacturers, the purposes and the hoped-for results are as follows:

"The main idea is to sell modernization as a basis on which prospects will purchase some definite type of equipment from some individual manufacturer. In other words, to classify the basic need for new equipment and crystallize it in the mind of the possible buyer

is to take the first step toward an individual sale. The way having been paved, it is up to the sales organization of the individual companies to cash in on the general advertising.

"Furthermore, this joint effort will create in the minds of the possible market a unity of purpose on the part of the gasoline pump manufacturers which cannot help but have a stabilizing effect. This will result in a greater credence being placed in the statements of individual salesmen for any of the contributing companies.

"Again there will be a confidence generated in the minds of large buyers by such concerted action from any one of their sources of supply. These buyers buy a great many other things than service station equipment.

"Finally, with the millions of dollars which the oil industry has spent to get oil out of the ground and the additional millions they have spent in refining it and preparing it for the market, further effort on the part of the pump manufacturers will crystallize in the minds of oil executives the fact that, proportionately, the amounts they have spent on the equipment through which they merchandise their products at the point of sale, are small. Following this point will be stressed the fact that this phase of oil industry selling is worthy of more attention and investment of money."

## Scanlon Starts Own Service

M. W. Scanlon has started an industrial advertising service in the Norristown-Penn Trust Building, Norristown, Ps. He formerly was with the Westinghouse Electric & Mfg. Company at East Pittsburgh and San Francisco and more recently has been a publishers' representative on the Pacific Coast.

#### P&G Buys Barsalou

The Joseph Barsalou Company, Ltd., Montreal, has been purchased by the Procter & Gamble Company of Canada, Ltd.

#### New Cleveland Magazine

The Towne Clipper is a new monthly being published by the Towne Clipper Publishing Company, Erie Building, Cleveland.

## Groener with Trade Association

Kurt R. Groener has assumed the duties of managing director of the Porcelain Ename! Institute, with offices at 612 North Michigan Avenue, Chicago. For the last eight years he has been with the Bennett-Watts-Haywood Company, Chicago, publisher of Electrical Dealer and Electric Light and Power.

## New Account to Hazard

E. D. Jones & Sons Company, Pittsfield, Mass., paper-making machinery, have appointed the Hazard Advertising Corporation, New York, to direct their advertising.

## Joins Concord "Tribune"

Earl Dean, previously with the Charlotte, N. C., Observer, has joined the Concord, N. C., Tribune.

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# **Business Papers Appraised**

How They Should Show Their Wares So as to Overcome Peculiarly Difficult Selling Problem

## By Edwin G. Jacobi

Business Paper Space Buyer, McCann-Erickson, Inc.

MANY business-paper publishers are apt to assume that trade and technical publications are analyzed and bought more casually than consumer media because their page rates are relatively inexpensive. When compared on basis of cost per thousand circulation or milline rate, however, it is found that business-paper space is not cheap just because the page rates are low. The higher unit reader cost, of course, is compensated for by highly effective concentrated circulation in a primary market.

The space buyer must closely analyze the relative value of specialized trade and industrial journals as compared with one another and with other classes of media. His decision is based upon comparative advertising value and not relative page rates. In other words, it is not a question as to whether or not the page cost of a publication is low or high, but whether the value justifies the rate regardless

of amount. One of the most constructive jobs which business papers can undertake is collectively to build a case for themselves. Their advertising value, as a group, should be established as a justification for comparative unit their higher reader cost. Specialized publications can undoubtedly profit from sales promotion effort of an educational character intended to demonstrate the worth of their form of media to advertisers who do not appreciate the merit of business papers.

Generalities cannot be expected to accomplish much in the way of selling the advertising value of business papers as a class of media. Case studies portraying the successful use of trade, industrial and professional journals should be

accumulated to demonstrate their merit.

Few, if any, advertisers dispute the importance of the respective markets reached by business papers. Many, however, question whether or not they provide the most effective method of tapping the fields which they serve. Examples of how some advertisers have productively taken advantage of the opportunities offered by business papers as a part of their sales promotion and advertising program should provide a valuable means of convincing advertisers who do not appreciate the worth of specialized publications.

## A Hurdle to the Appreciation of Business Papers

Probably one of the most important reasons why business papers are not accepted as readily as general magazines is that the merit of their specialized editorial pages is not fully appreciated. As an individual, an advertising executive can comprehend the appeal of a magazine to other individuals representing a collective group of consumers. It is obviously more difficult for a member of the advertising profession to visualize the value of a specialized publication which serves men in another profession, industry, or trade because he is not engaged in the field reached.

Despite this disadvantage, it is only the occasional business-paper publisher who makes any effort adequately to review his editorial program with space buyers and other agency executives. Consequently, business-paper publishers are partly responsible for the lack of appreciation of the excellent publishing job being accomplished by the technical press.

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ditch's "American Practical Navigator" might be a highly effective medium for reaching commercial marine and naval officers for a product such as a sextant or other navigators' instrument. An advertising buyer who has not studied navigation, however, could not possibly visualize the value of the series of "log" tables in this book until someone explained their application in determining a ship's position. Consequently, he may unwittingly overlook a primary medium for the job in hand.

Business papers carry specification tables, data sheets, market prices, lists of buyers' markets, etc. Few publishers take the time to show why this material is helpful to readers. They do not indicate how their papers assist the reader. They do not show why the subscriber is willing to pay his money to get the publication or why he takes time to read it.

The publication itself is the most tangible thing which a publisher has to offer an advertiser.

would seem, therefore, proper to propose that all selling should begin with the physical paper. An intelligent cover-to-cover review of the text content of a typical issue should have considerable advantage in gaining the recognition of the advertising executive who is not intimately acquainted with the market it serves. If the method of presentation is sufficiently interesting, there should be no difficulty about getting the time for this type of solicitation.

Reliable information on circulation constitutes an important factor in arriving at an opinion of advertising value. It is lamentable that only 16 per cent of the business papers listed in Standard Rate & Data are members of the Audit Bureau of Circulations. An additional 3.5 per cent are members of Controlled Circulation Audit. Over 80 per cent are not members of either the A. B. C. or C. C. A. The complexion of this picture changes completely, however, when we analyze the relative preference Fcb. 14, 1 enjoyed b

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This is demonstrated by a recent, imited, but representative survey made among space buyers in New York City. The purpose was to determine the attitude of these men toward business papers which are or are not members of either of the audit bureaus for which they are eligible. A questionnaire was mailed under the letterhead of the A. A. A. A. Thirty-six space buyers in the leading agencies in New York City co-operated by providing a reply. None knew the purpose of the investigation.

Consequently, the results can be regarded as the unbiased opinion of a representative group of space buyers. Three hundred and twenty-three mentions were received in reply to the first question, "Will you please name any ten trade or technical publications which you regard as being an outstanding advertising medium?" Out of the 323 total mentions, 243 or 75 per cent of the selections were A. B. C. pa-

pers; 41 or 13 per cent were C. C. A. papers; and 39 or 12 per cent were unaudited publications. This reaction reveals an overwhelming 88 per cent preference for audited publications.

The replies to the second question asked are even more convincing. The question was, "Will you please name the business paper which you regard to be the leader in each of the following fields with which you are acquainted?" Fifteen fields were named. These were not picked arbitrarily. The method of selection was to go through Standard Rate & Data and select the first fifteen fields in alphabetical order in which one or more A. B. C. papers are published.

A. B. C. papers are published.
Out of the total of 407 mentions in reply to this question, 379 or 93 per cent of the selections were A. B. C. papers as compared with twenty-eight mentions or only 7 per cent for unaudited papers. This study does not give a fair indication of the strength of papers which are members of the C. C. A.

# al¦incinnati

To burn down half the homes and force the families out of town—would be one of two ways to cut your sales chances. The other—to omit using the Post.

The Post represents just about half the available sales influence—about half the available evening circulation.

Find out what it costs you in lost sales to omit the Post.

# The Cincinnati Post

A Scripps-Howard Newspaper

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS. HOWARD NEWSPAPERS 230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED PRESS ... OF THE AUDIT BUREAU OF CIRCULATIONS MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS . DETROIT

because they are published in only two of the fifteen fields selected. Consequently, the mentions were too few to be included in the tabulation.

The results of this investigation would appear to prove irrefutably that the 266 business papers with audited circulation dominate the 1,110 unaudited papers. Nevertheless, the expression of preference of space buyers for audited circulation as shown in this investigation may be theoretical. The question may be raised as to whether or not the preference is an ideal which does not operate in actual practice.

McCann-Erickson, Inc., recently made an analysis of the total volume of motor truck advertising being placed in trade technical media. During the period of eighteen months ranging from January, 1933 to June, 1934, a total of 1,320 pages of advertising were released in sixty business papers. Out of this total, 798 pages, or 61 per cent went into A. B. C. papers; 256 pages or 19 per cent went into C. C. A. papers; and 266 pages or only 20 per cent were placed in unaudited publications.

This study shows that in the actual selection of media, the publications who are members of the A. B. C. or C. C. A. (less than 20 per cent of the total number of business papers listed in Standard Rate & Data) received over 80 per cent of the pages of truck advertising. In the actual selection of media, when advertising value constitutes the criterion for decision, business papers which are members of either the A. B. C. or C. C. A. get the business. This furnishes an excellent example of the importance of providing reliable data to the buyer of advertising space.

The same condition exists in the case of market information. Where a publisher need only think in terms of his own field, the agency has the problem of dealing with some 150 trade, professional and industrial markets. It is apparent that the agency must, to some degree, rely upon publishers for trade and technical data. Most publish-

ers do a good job in selling their markets. They provide the essential information required to determine the relative importance of their reader group as a market for a particular product. The quantity and reliability of the data which they provide are important in developing confidence in their publications as advertising media.

Most purchases of materials and equipment which are made by manufacturers are bought on the basis of definite specifications developed by engineers. Technical laboratory analysis of the physical properties of the materials purchased provides a means of determining whether or not the standard of quality justifies the price. When the same manufacturer analyses the value of a contemplated investment in advertising space, he deals with an extremely intangible quality which has no material form that can be put into a test tube or under a microscope.

This does not mean, however, that he must necessarily speculate. A capable space buyer trained in analyzing advertising value can determine the most productive publications for the requirements of the The decisions of the campaign. media expert are based upon a careful investigation of the elements which go to make up adver-The experience of tising value. the space buyer has demonstrated that, by buying publications which have proved their merit, the advertiser can be practically certain of getting the best advertising value per dollar spent.

Confidence in the publishing house which stands behind an advertising medium is an important factor in media selection. A publisher who provides the advertising buyer with reliable and accurate studies, surveys, investigations, analyses and an audited circulation statement develops confidence which builds substantial advertising volume. This is demonstrated by the fact that the small group of business-paper publishers who lay their cards on the table enjoys the major share of the business going into trade and technical publications.

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Each of us grows stale at times, especially if working year in and year out at the same grind.

For instance, suppose you want to get out a booklet or folder. You may find your thoughts centered on a single physical form—but we could suggest a dozen different ways of doing the same thing.

It is only logical to assume that an organization which has been producing printed matter for nearly half a century has an accumulation of ideas that can be made to fit your business.

Just ask for suggestions. If we are able to help, you win. But if we can't we will frankly tell you so.

## CHARLES FRANCIS PRESS

MEDALLION 3-3500

461 EIGHTH AVENUE, NEW YORK CITY

# Smashingh with STREETAL MILLION DOLL CA

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comes forward with a selling argument for th of Street Car Advert from Ocean to Ocea

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Announcement

Due to the association of Mr. E. F. Johnstone with Redfield-Coupe, Inc. as Vice-President, the name of this agency has been changed to

## REDFIELD-JOHNSTONE, INC.

This Company was founded in 1914 as the Redfield Advertising Agency and during the past twenty years has served—and is still serving—many large and successful accounts.

Ad

GIBBARD

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## Adjusted Commissions Help Move Slow-Movers

But They Work Best When Teamed with Other Forces

GIBBARD FURNITURE SHOPS LIMITED
NAPANEE, CANADA

Editor of PRINTERS' INK:

We are interested in gathering information as to the practice of other companies in bonusing or grading commission on profitable, non-profitable, and slow-moving items in a wide line.

Of course, our object is to work out a plan whereby our salesmen will have sufficient incentive to keep their efforts pretty evenly distributed over the whole line of merchandise and not just concentrate on a few pet numbers and neglect other pieces.

Before we do anything about it we should like to check on the practice of other companies and should appreciate it if you could give us some information at to what is being done in other lines.

WM. WRIGHT.

GENERALLY, the trend of opinion is that, on this matter—as in certain other matters appertaining to salesmen's work—the most persuasive language with which to address the field men is the language of the dollar.

Offer a salesman a bonus or an extra commission, or hang up a cash prize in a contest, and you can induce him to concentrate on almost any item or items you choose. Money does talk.

But that isn't all. The solution isn't so easy as it sounds.

First, the management must do a little spade work. If headquarters is to pay special commissions, or prizes, or bonuses for selling certain items, what shall be the amounts of these special awards? How shall they be graded? How ought they to be figured? What relationships—if any—ought they bear to each other?

A salesman might say that the determining factor ought to be the

relative difficulty with which various items are sold. Thus, if Item A requires twice as much time to sell as does Item B, then Item A—assuming that their prices are equal—ought to carry twice as much commission as does B.

But, so long as business continues to operate by its present principles, the purpose behind every sale is to realize a profit; and the inconsistency of graduating commission solely by any hard-to-sell index exposes itself if we assume that the hard-to-sell item returns—as it very well may—only half the profit of the other.

All of which, of course, leads straight to the conclusion that the basis of any rational plan of adjusted compensation can be nothing less than a complete, accurate, and timely plan of cost accounting.

Upon such a basis there can be erected a method of compensation that without disturbing aggregate sales—except to increase them—will accelerate the slow-movers and step up the over-all net.

With the reservation that compensation isn't all and that later on this discussion will deal with alternative or supplementary expedients, let's look into the money matter in deeper detail.

To stimulate sales of certain items, companies have paid to individual salesmen bonuses running as high as \$1,000 a year. In some instances, the extra compensation, whether in the form of extra commission or "flat-rate" bonus, has been predicated upon a quota of what might be called "regular" merchandise-this because a salesman too deeply imbued with the ambition to earn the fatter commissions, is likely to concentrate on the higher-rate goods, to the neglect of the bread-and-butter merchandise that keeps the wheels turning and the merchants stocked with adequate quantities of staples. Often, an extra-commission plan is the solution of the problem of

introducing new lines, or of lifting from obscurity kinds of merchandise that salesmen are likely to re-

gard as sidelines.

Thus, a wholesale drug house in the South discovered that, although it sold such sundries as razors, clocks and bathing caps, its salesmen were talking to retailers only

about drugs.

The management changed the compensation basis. Guided by cost figures, headquarters figured each item's respective profit and against that figure established a specific commission. At first the plan applied only to drugs. When it was extended to apply to the sundries, sundry sales went up.

#### Virtually Necessary in the Drug Field

In the drug field, trade practices make such a plan virtually es-Unless commissions are sential. adjusted to profit rates, the whole works, from the salesman to the general ledger is likely to run-and usually does run-out of mesh. While the salesmen sell their lowprofit pets, slow-moving and potentially long-profit items accumulate in storage; and while volume mounts, net earnings conceal themselves somewhere around famous Corner beyond which, for so long, has lurked Prosperity.

In the language of one manufacturer who has seen the light and adjusted his salesmen's commission, the result sums up like this:

"On the whole, the sales force is making more money, but not at the expense of the company; for our net profit has risen."

To this man there has become apparent another advantage; for he

adds:

"Furthermore, the new plan has interested the men in what you might call our company economics. It has taught them what we at headquarters long have knownthat we can't keep going for long if we don't take in more than we spend. They have come to realize that they out in their territories and we here at headquarters can

have only one objective. And in all their activities they are giving us more intelligent and more help-

ful co-operation."

Any thoroughgoing study of profit potentialities is likely to reach far back into production. If the profit on a hard-to-sell item is so low as not to permit a special commission for that item's sale, then there is something wrong with (1) production methods, (2) selling methods, (3) pricing, or (4) the product, itself. The product may be poorly designed. It may be obsolete. Or it may be something for which demand is so low that no practical degree of selling pressure will induce satisfactory vol-

Significant in a number of respects was the situation-and the solution-of the Walworth Manu-

facturing Company.

Walworth confronted a problem that, in its business, had existed since the 'Sixties. Since the Civil War the demand for and the sale of certain items in the long, long line of products had risen and fallen with the turn of what used to be considered the business cycle; and in particular those items related to the building industry had followed the ups and downs of building activity.

Someone had estimated that the number of items in the Walworth line ran close to 25,000; but no one

ever had counted them.

#### What an Investigation Showed

The management investigated. Definitely, it was established that, although the number of items didn't quite reach 25,000, it did attain the somewhat staggering figure of

Further it was revealed that, of all the sales, 60 per cent came out

of 600 products!

Obviously, the first step toward correction was an enlightened adjustment of the production program. As accurately as possible, the management charted the nation's building rate. With that chart line, then was harmonized the production schedule of building items. Thus was removed the

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necessity of pushing products at times when consumption in the building industry was low—and thus was visualized the opportunity for manufacturing in advance at times when the building line seemed likely to turn upward.

Especially interesting was this phase of the new program: By the guidance of sales figures, many of the slow movers were taken out of the staple line, classified as special, and designated as products that would be made up only on special

Then, with the line thus revamped, it was possible to set up an adjusted compensation plan much more accurately fitted to actual sales conditions—a plan that would be free of the influence of what might be called unnatural forces.

#### Good Men-Sold on the Whole Line-as an Answer

We have seen that extra money isn't all. Indeed, in the experience of many enterprises, the extra-commission expedient has been relegated to a position relatively minor. Says the U. S. Gypsum Company: "More than half the battle is won if you pick good men and sell them on the line before you permit them to approach the dealers."

And that function of selling the men has taken many forms. It has been accomplished through the agency of sales bulletins, sales letters addressed to the salesmen, sales conventions, educational work by branch managers, and actual selling by supervisors while the salesmen look and listen.

In this kind of educational work, manufacturers of staples might gather useful ideas from the methods of makers of specialties. For example, it is customary in the specialty field to watch, constantly, the sales of each specific product, and, by constantly improving selling methods, to hold each product's volume in the right proportion to the volumes of the other products in the line.

Does the portable model seem to be slipping? For the first three months after its introduction, the machine went in the manner of a house enthusiastically afire. But now the men seem to be forgetting it.

Out from the sales promotion department goes a quick barrage of literature, carrying new ideas for getting names of prospects, or for more intensive canvassing, or for the machine's application to new purposes.

In the specialty field, every sales convention is about 90 per cent demonstration.

Has the factory produced a new model? On the convention stage, a sales department expert demonstrates the new model to a "prospect." Carefully—and, of course, his demonstration has been written in advance and memorized—he covers every point and leads the minds of his listeners straight through his argument to and including the point where he hands the prospect the fountain pen with which to sign the order.

Later, of course, copies of the selling talk go to the men and, in most instances, the men memorize the "lines," then adapt the language and the "business" to their own manners of speech, and, newly armed with new ammunition, go out and sell the new thing.

#### Let a Successful Salesman Tell How

Perhaps more effective is the plan of assigning the convention "act" to a man from the ranks, a salesman; and this idea is particularly telling if the product to be demonstrated is one that has slowed down. Few slow-moving items are slow moving everywhere. In Texas, or in Maine, or in Georgia, or in Oregon, there briskly moves and lives and has his busy being a salesman who hasn't yet found out that Model 2114 is a sticker.

In advance of the sales convention, the sales manager calls that fellow in and asks him:

"George, how'd you like to get up on the platform and show the boys how old Twenty-one-Fourteen can be made to fatten up the commission check."

George grins, objects that he's no

actor-although he does blow a mean harmonica-and finally consents.

And later, in the convention auditorium, an audience of salesmen—including, no doubt, a considerable number of men who are quite sure that they're smarter than most of their fellows—an audience of salesmen concludes that if that's the way George Head sells the duplex-subtractor, anybody can do it.

#### Getting Around Prospects' Objections

In a sales set-up less highly developed, a slow mover may move slowly simply because the salesmen, although they need no pre-prepared sales talk, can't seem to get around prospects' objections.

"Yes," the prospect says, "I admit everything you say. But I'm not buying because I'm holding my purchases low so I can discount all my bills." Or his inventory is long. Or his clientele is different. Or come in again next month.

To deal with objections, sales managers have resorted to objection clinics. One method is to operate wholly by mail. The sales manager writes to each salesman about as follows:

"In your selling of Item So-and-So what three objections do you find it most difficult to surmount? In the space below, write them out, separately. But don't tell me how you meet them. I'm working on something that will be interesting and helpful to you."

The objections come in. Indeed, they do! As they come, the sales manager checks them for duplications. Then, with the alibis all in, he numbers them, has them printed or processed in a bulletin, and sends the whole batch to every man along with a message reading about like this:

"You thought you'd encountered some pretty stiff objections—but look at these! Enclosed are blank sheets on which I want you to answer, in the way you have found effective, every objection on the list. Number your answers."

Thenceforth, of course, the procedure depends upon the sales manager's conception of psychology, his imagination, and perhaps his sense of humor. If he likes contests, he has in his hands the makings of a good one. In any event, he will see to it that all the answers, or the cream of them, will go out to all the men.

A variant of this plan, and a variant, incidentally, that served on at least one occasion to pep-up a sales convention, is to assemble the objections by mail, delete duplications, number the remaining ones, and then set up in the convention room a wheel of fortune.

Every salesman holds a numbered paddle. He knows in general what the game is to be, but he doesn't know the details.

The sales manager spins the wheel. It stops, say, at 14. From a list in his hand—and he has the only list—the sales manager reads:

"Objection 14 is II days" like the

"Objection 14 is: 'I don't like the design.' Will the salesman who holds paddle 14 please stand up and answer?"

Of course, the proceedings are calculated to generate lively debate. If the sales manager doesn't like an answer, he calls for a volunteer to suggest a better one—and not uncommonly, three salesmen arise simultaneously.

## Feature Slow-Movers Up Front in the Catalog

Many salesmen of staples sell from catalog; and some catalogs seem designed to conceal, apocalyptically, whole departments of merchandise. More than once has it happened that a dealer, watching a salesman skim a catalog for something else, has stopped the page turning, suddenly, and said: There! There's a widget I've been trying for a month to remember; and I couldn't even recall its name." And upon such an occa-And upon such an occasion, it is not too difficult to believe, the salesman has exclaimed: "Gosh! I didn't know we carried

Thus are slow movers sidetracked.

Here's the plan of at least one wholesale house: in the catalog, the slow movers go up front. All the time, the catalog-maker keeps

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A typical American Small Town-important cog in the machinery of distribution

## GRIT Sells Merchandise in Rural Buying Centers

GRIT does a real circulation job in the small towns between the urban centers—an exclusive job in many cases.

Practically all of GRIT'S circulation is delivered directly into the homes of families living in small towns, and is paid for on delivery at five cents a copy.

This means that your advertising goes to work on the families who see their local merchants (your dealers) most often, and who do not hesitate to tell the merchants what they want. These families establish buying trends

in their individual communities that are followed by the adjacent rural population when it comes to town to buy.

Because it is a general family publication, GRIT naturally is read regularly in the homes of thousands of small town merchants, including your dealers. Thus your advertising, at no extra cost, becomes literally "self-merchandising" when it appears in GRIT.

Use GRIT to put real selling pressure behind your goods in 16,000 Rural Buying Centers.



WILLIAMSPORT, PA.

Member A. B. C.

Eastern Representatives
Guy S. Osborn, Scolaro & Meeker, Inc.
New York

Western Representatives The John Budd Company Chicago - St. Louis

Now Reaching Over 500,000 Small Town Families Weekly

# The Microscop



Photogra by H. Armst Robert

## **CHILTON PUBLICATIONS**

Blanket the Following Fields

Metals	and
Mack	hinery

Shoes, Leather and Hosiery Jewelry Warehousing

Hardware

Jewelry

Insurance

Dry Goods and

Optical

Toys and Bicycles

Department Stores

Automotive

Exports

## Address CHILTON PUBLICATIONS as Follows:

The Iron Age Hardware Age Dry Goods Economist

Dry Goods Economist Directories The Jewelers' Circular-Keystone Distribution & Warehousing\* The Optical Journal Review of Optomet Boot and Shoe Recon

239 West 39th Street, New York City

Automobile Trade Journal Commercial Car Journal

The Spectator

Automotive Industries Chilton Automotive Buyer's Gr

Chestnut & 56th Sts., Philadelphia, Pa.

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# Is Focused on Your Advertising In CHILTON Publications

The reason for this is obvious. Chilton Publications are business and professional publications, read by business and professional men. They study, through these media, matters of utmost importance to themelves.

There is no divided attention in these leading magazines. Their editorial and advertising pages are meticulously read.

Here you have concentrated thought directed to your message of sales-and concentrated thought on the part of readers is what makes advertising in Chilton Publications pay.



## CHILTON COMPANY

(INCORPORATED) Philadelphia New York

Address CHILTON PUBLICATIONS as Follows:

Toy World & Bicycle World 742 Market St., San Francisco, Calif.

> Where-to-Buy in Chicago 300 W. Adams St. Chicago, Ill.

ciated Ownership

The American Automobile\* (Overseas Edition)

El Automovil Americano\* Ingenieria Internacional\* El Farmaceutico\*

330 W. 42nd St., New York City

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dressing and re-dressing them-and economically, too. He watches the trade papers and all other sources for illustrative material-pictures, accompanied by well-written, good-selling copy. Especially does he keep his eye peeled for pictures in color.

The material he clips, mounts, and binds into the salesmen's catalogs ahead of all other text. And if there is a particular item to be pushed harder than anything else, that item gets the best catalog position.

Thus the slow movers lead the

parade. Occupying the most conspicuous places in the catalog, they impress themselves upon the salesmen; and, as the salesmen go through their catalogs with the dealers, they impress themselves, also, on the men who sign the checks.

Yes, the dollar talks. In the form of extra compensation to salesmen it helps bring balance to unbalanced sales. But the dollar needs co-operation. It's a factor of potency; but it works at its best when it is hitched with other factors in well-planned co-ordination.

San Francisco Golfers' Plans

The Advertising Golf Association, com-The Advertising Golf Association, composed of San Francisco advertising men, has completed plans for its 1935 golf tournament. The group will play eight tournaments on the second Thursday of eight consecutive months starting in March. A different golf course will be played each month.

Officers for 1935 are Claude Beatty.

played each month.

Officers for 1935 are Claude Beatty, Curtis Publishing Company, president; R. T. Van Norden, Emil Brisacher and Staff, vice-president; Mort Bailey, Curtis Publishing Company, secretary, and Ted Little, Lord & Thomas, treasurer. Committee members are: Prizes, Herbert Wyman, Paul Block and Associates, and Ted Townshend, magazine representative; tournament, Jerry Todd, Outdoor Advertising, Inc., and Keene Fitzpatrick, publishers' representative; membership: Earl Mitchell, Crowell Publishing Company and Ned Skinner, The Martin Cantine Company.

Heads Stevens Radio Department

Harold Bean has joined the Jewell F. Stevens Company, Chicago advertising agency, as head of the radio department. He was with radio Station KYW for four years prior to its recent removal from Chicago to Philadelphia. Before that he was with WFBM, Indianapolis, and WBBM, Chicago.

Hupp Elects Directors

Emled S. Hare, of New York, Frank F. Beall, of Detroit, and L. A. Hebert, of Chicago, have been elected to the board of directors of the Hupp Motor Car Corporation, Detroit. The company has also accepted the resignation of William J. McAneeny as president and general manager. general manager.

George Bolling Appointed

George Bolling has been appointed manager of the Detroit office of Greig, Blair & Spight, Inc., radio station representative. He has been with the Hays MacFarland agency, Station KYW and, more recently, was assistant commercial manager of Station WXYZ, Detroit.

Radio Executives Form Group

Radio Executives Form Group

At a meeting held last week at Boston, the Massachusetts committee of the National Association of Broadcasters was organized. Officers elected were: John Shepard, 3rd, president of the Yankee Network, chairman; J. J. Storey, manager of WTAG, Worcester, vice-chairman; and A. S. Moffat, president of WMAS, Springfield, secretary.

Organization of the Committee is part of the present trend in building separate departments of the N. A. B. in the several States. These sub-divisions are being formed with the assistance of Philip G. Loucks, managing director of N. A. B.

Committees have already been formed,

Committees have already been formed, or are in process of organization, in about ten other States and others will follow shortly.

Death of Benjamin S. Washer

Benjamin Seelig Washer, former vice-president of the Louisville, Ky., Herald-Post, died at that city last week. He was president of the Kentucky Home Life Insurance Company, vice-president of the Kaufman-Straus Company and a director of the City Stores Company of New York, its parent organization. In 1930 and 1931, Mr. Washer acted as re-ceiver for the Herald-Post.

Starts "Confectioners News"

Confectioners Journal, Philadelphia, has started Confectioners News, which will have a free controlled circulation to candy jobbers, wholesale druggists, and other outlets. It will be published monthly. Confectioners Journal will hereafter concentrate on candy manufacturers.

Curtice Opens Office

Leon H. Curtice has opened an office at 101 Park Avenue, New York, as manager for trade associations and con-sultant on group activities and trade relations. He formerly was with the relations. He formerly was with the National Electrical Manufacturers Association.

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## It's Really Sold Only When Retailer Sells It

How Field Helps Insure the Ultimate Sale

By P. H. Erbes, Jr.

THE selling of goods to retailer customers is a process which, in these streamlined times, calls for more than mere persuasive negotiation of a transfer of title to a batch of merchandise. The day is past when manufacturer and wholesaler can just send the boys out on the road to solicit orders, throw in some newspaper mats and counter display pieces with a gross of this or that, and consider that a thorough and stable selling job is being

accomplished.

Such is the merchandising philosophy of Marshall Field & Company, who, through their wholesale and manufacturing division, merchandise a wide range of dry goods items to retailers throughout the country. As an integral part of its objective of selling more goods to its customers, this company assumes the responsibility of giving those customers information with which they will be able to merchandise the goods more intelligently-and at a profit. Assuming that the proffered assistance is in sound and usable form, the retailer, as he improves in the performance of his rôle as a merchandiser to the consumer, naturally becomes a better customer at wholesale—not only in terms of greater volume but also in terms of the better grades of merchan-

This constitutes a job which, as Field's sees it, calls for more than sowing great quantities of "dealer help" material broadcast upon the retail acres. It calls for more than high praise, however well de-served, of the profit possibilities of items in the Field line. It is rather a matter of forgetting, for the time, the wholesale slant and building a comprehensive service which gets at the matter of selling goods

exclusively from the point of view of the retail merchant.

So it was that "Field's Promotional Digest" came into being to consolidate and expand the advertising services which the company has previously offered through three different departments into a single, all-embracing unit of pro-

motional service.

This portfolio, which is issued once each month, is perhaps one of the most thorough-going and complete services which have been offered to a retailer by a merchandise source. It is a how-to manual covering every branch of store operation which is related to the selling of goods, from com-plete plans for special sales events to intimate details on the design of a ledge background.

### Not Confined to Company's Own Brands

The scope of the material provided is by no means limited to Marshall Field brands of merchandise; there is promotion assistance for a good many items which the company doesn't even carry-millinery, for instance.

In physical set-up the "Digest" is a twenty-page book, the page size being a jumbo one for maximum illustration. The dimensions are 21 inches deep by 14 inches wide. It is bound with a heavy paper cover, which carries a col-ored design, in the modern typographical manner, appropriate to the month of the issue.

In the following paragraphs are outlined the types of sales and merchandising suggestions and data which are contained in each issue:

The first feature is an advertising and promotional schedule for the month. Beneath an introductory statement on the general nature of plans appropriate to the season, the schedule is broken down into weeks. Under the heading for each week appears a paragraph of promotional hints for that period, and this is followed by a detailed day-by-day schedule of newspaper advertisements to be used.

These listings refer to a complete set of advertisements, one for each business day of the month, is provided with monthly number of the "Digest." These are in virtually complete form, including headlines, copy, illustrative matter and lay-The advertisements are displayed in reduced form in the pages of the book. Then, inserted in a pocket in the inside back cover, is a complete set of the layouts. These are in full size and the merchant can work directly from them in arranging for the insertion of the advertisement.

## Special Mats Enclosed in Package

Mats for all special headings and illustrations indicated in these advertisements are enclosed in the package in which each issue of the "Digest" reaches the merchant. Using these in conjunction with a basic set of "spot" mats, which are offered in a complete set of 200 for \$2.50, the matter of getting a high-class advertising job, in exactly the same style as shown in the layouts, is a simple one for the retailer. All he needs to do is fill in a few paragraphs of descriptive merchandise copy, assemble the designated mats and send them, with the layout sheet, over to the newspaper office.

On the second page of the book appears a program of merchandising for leading departments whose goods are appropriate for featuring in special ways during the month. This material includes suggestions as to which items can be pushed to best advantage and selling tips of various kinds—such as ideas for grouping merchandise, selling by sets, departmental displays and so on.

Next come the several pages on which the newspaper advertise-

ments for the month are illustrated, then a display calendar. This provides a day-by-day program for installing window and interior displays, these plans being keyed to co-ordinate with the advertising schedule.

The suggested display ideas are illustrated in complete detail on several pages that follow. Reproduced photographs show how the completed window and interior displays appear. Accompanying copy gives a complete list of the contents of the display, tells how to set it up and how to build the simple properties which are required. Additional pages are devoted to ideas for ledge displays, post displays, special window backgrounds and interior posters, with detailed directions for constructing each.

Departmental promotion ideas constitute another subject which the "Digest" takes up in illustrative detail. Plans for storewide events are also provided, and in each case the whole program to be followed is plotted out so that attention is directed to every element necessary to the success of the promotion.

All the key promotional sters suggested in these pages are coordinated in a promotional calendar for the month, which is to be hung in the merchant's office for reference and checking during the period.

### Suggested Letters Appear in Each Issue

Another tool contained in each issue is a series of suggested letters for mailing to customer lists, including special letters for certain types of customers as well as cony for general circularization.

In addition to all these specific instruments of promotion, the "Digest" contains at least two pages of ideas and information of a more general nature which the merchant can put to practical use. This includes miscellaneous little sales stunts that have been used effectively by other stores, hints on store management and unusual advertisements and displays.

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# Printing

Catalogues • Publications • General Printing Direct Mail Advertising

ARTISTS - COPYWRITERS - ENGRAVERS - ELECTROTYPERS PLANNING - PHOTOGRAPHING

### DEPENDABLE PRINTING

Business Methods and Financial Responsibility the Highest. Inquire of Credit Agency, Dun & Bradstreet, Inc., and First National Bank, Chicago, Illinois



A LARGE, EFFICIENT AND

COMPLETELY EQUIPPED PRINTING PLANT

DAY and NIGHT **OPERATION** 

Printing and Advertising Counsellors

## OUR SERVICES

TYPESETTING (Linotype, Monotype and Hand)

PRESSWORK

(The Usual as well as Colors)

BINDING

(The Usual, Machine Gathering, Covering and Wireless Binding)

MAILING

(This Dept. is equipped to deliver to the post office or customers as fast as printed and bound)

ELECTROTYPING AND

ENGRAVING (Our facilities are up-to-date and

can take care of any sized orders) ADVERTISING SERVICE

(Planning, copywriting, designing, photographing and artwork)

Our Specialties

Catalogues Booklets Publications Trade Papers

Magazines House Organs Price Lists

Pamphlets Proceedings Directories Histories Books

Broadsides Folders Circulars

and General Printing

PROPER QUALITY
Because of up-to-date
equipment and best workmen

QUICK DELIVERY Because of automatic machinery. Day and night service

RIGHT PRICE Because of superior facilities and efficient management

TO OUR PROSPECTIVE CUSTOMERS—Our growing business which comes from all parts of the United States is because of satisfied customers. For your investigation further we will be pleased to furnish the names of well known firms who are our present customers. Consulting with us about your printing problems and asking for estimates does not place you under any obligation.

Secure our proposal on your printing . Large and small orders solicited . Proposals made on all or any part of our services



## PRINTING PRODUCTS CORPORATION

Telephone Wabash 3380 All Departments

Established 1888 EXECUTIVES:

Polk and La Salle Streets Chicago, Illinois

Luther C. Rogers, Chairman Board Directors A. R. Schulz, President and General Manager

J. W. Hutchinson, Vice Pres. and Sales Director

H. J. Whitcomb, Vice President

W. E. Freeland, Secretary and Treasurer

ints on ual ade is a

page titled "Brayton Says . . . ", written by Arthur Brayton, assistant manager of sales promotion for Field's, who is widely known among retail merchants throughout the country. This consists of running chatty comment on a variety of subjects related to practical merchandising, such as selling tips for certain items, tidbits of style information, news on code developments and informative facts about various classes and types of merchandise.

Thus it is seen that the entire contents of the book are pointed toward helping the merchant do a better merchandising job. are no advertisements of or selling references to Marshall Field merchandise, with the exception of certain display properties, boxes, wrapping paper and other incidentals, which are offered purely on a service basis. It is simply a manual of modern retail promotional practice, designed entirely from the retailer's problem of moving goods into the hands of the consumer at a profitable mark-up.

As may be gathered from the description, the service is an expensive one, from the standpoint of mailing costs, physical production of the book and the included advertising material, and cost of creating and editing. In offering the service, Marshall Field & Company ask the merchant to share a part of the cost. There is a yearly subscription fee of \$10, which actually covers only a small part of the total cost.

The service was introduced in August of last year, when the issue for September was mailed to a list of 1,400 selected retailers, free of charge. The book was sent to them at no cost for the remaining three months, and many enthusiastic comments were received. With the later issues a small card for use in ordering a subscription for the coming year was enclosed. With no more stimulus than that, more than one-third of the merchants responded with subscriptions.

The Field organization has taken that response as evidence that the service is one which the retailers really need and want and that it is in a form which is practical for their use. Now the "Digest" is being actively offered to all wellrated retailers on the company's

Incidentally, the dealer need not necessarily be a Field customer in order to subscribe to the service. In the case of non-customer subscribers, the issue is delivered in person by a sales representative of Marshall Field & Company.

## Becomes "Real Estate Record"

The Real Estate Record and Builders The Real Estate Record and Builders Guide, published weekly by the F. W. Dodge Corporation, New York, has been renamed Real Estate Record. Heretofore circulation has been confined to New York City but, under a new policy, the third issue of each month will be a national edition.

## V. C. Hart Opens Studio

After seventeen years as an account executive in the Chicago office of the J. Walter Thompson Company, Vernon Calvert Hart has opened his own photographic studios in the Wrigley Building, Chicago, and will specialize in advertising illustration and industrial motion pictures.

#### Birr with Grinnell Litho

Edwin W. Birr has been appointed Western representative of the Grinnell Lithographic Company, New York. He had been with the Blakely Printing Company, Chicago.

### Plan Co-operative Program

The M. Spivak Bureau, New York, has been appointed to handle merchandising promotion for Wager & Hirsch, New York, makers of "Newtonia Silks." Plans call for a co-operative campaign in which yarn manufacturers, garment manufacturers and retailers will participate ticipate.

## Death of J. A. Holihan

James A. Holihan, for years a sales ecutive in the automotive business, executive executive in the autohorized businessed died recently at Detroit, aged sixty-four. In recent years he had been associated with his son, Royer J. Holihan, who conducts an advertising agency in De-

### Campaign for Michigan Beans

Members of the Michigan Bean Shippers Association, Detroit, have agreed on an assessment in order to finance an advertising campaign on Michigangrown beans. This plan follows the success the organization had last year with a recipe contest.

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## Life Goes On—Under \$40

Wherein Mr, Wright Is Reminded of Big Consumer Volume in Lower Salary Brackets

## By Allen E. Norman

Advertising Promotion Manager, Fawcett Women's Group

CHESTER WRIGHT'S "Life Begins at \$40" in a recent issue of Printers' Ink left me more than a little cold—and my job makes me something of a statistic-scanner myself. His bleak thesis of "back to 1929 conditions or better, before our economic situation can really be worth an advertiser's effort," has caused a mounting of my market-minded gorge ever since. So much so that I simply must get these contradictory thoughts out of my system.

Mine is no exception to his basic premise that "life as distinguished from mere routine living, for most of the human race, depends upon the amount of spendable cash in the family jeans." But rather to the selection of an arbitrary and sharply stated line of monetary demarcation, between those who live and those who merely exist in the "pale of the debt collector."

Life begins at \$40! Indeed, Mr. Wright tacitly confesses a lasting love for his pet paraphrase through frequent reiteration, on the heels of a mounting crescendo of enthusiastic introduction, "It boils down to a headline, a caption which likewise is an injunction which is at once a promise and a threat—jaccuse and O, Boy! Life begins at \$40!" Yet from another point of view that ebullient outburst may well appear a palpable economic fallacy.

First—and last—it seems illogical to set a definite income point, beyond which people automatically top the rise of wretchedness and enter Elysian lanes of living—while those immediately below still mile those immediately below still this whole business of enjoying life rather relative, anyway? I wonder if Mr. Wright's \$40 a week deadline for human enjoyment isn't too

greatly influenced by the metropolitan scene. If he means forty New York City dollars, perhaps the point is well made—though even that is open to question. But \$40 a week in Kankakee, Ill., or Little Rock, Arkansas, or Billings, Montana, is a very respectable income.

Families in the hinterland earning and spending considerably less number four or more people. They live in homes of their own, and ride in roomy, little streamlined cars they have paid for. They play golf on municipal courses for two bits a round, see the best pictures produced, and send their sons and daughters to State universities.

#### After Necessities Are Bought

Which brings us to the heading of "other living," or the consumption of commodities that do not fall in the list of life's necessities. And here we have the nub of Mr. Wright's argument. But again, aren't the items constituting "other living" purely relative, as governed by locality, social status, and eco-nomic condition? The field hand in Mississippi sweats in a sweltering cotton field all week long, just to "blow it out" on Saturday night. That one weekly jamboree may be the sum total of his "other living" -but I venture to say he gets more whole-souled enjoyment out of his quart of corn and a barn dance, than your liverish broker derives from his magnum of Pol Roger and evening at the opera

And even in New York City, life goes on under \$40—not too impossibly humdrum. Some months ago an old friend of mine, call him Jerry, lost his \$100 a week job. The ax fell at a time when he had little cash reserve laid by. After living on his hump for a

couple of months, that little also went. He couldn't find any sort of an opening in his line of business. Jerry was down to his last \$5 bill, when he landed a \$35 a week job, in a field where his previous experience would boot him little. But Jerry is getting along in years, he likes the work and plans to stay in it. He knows that he is probably too old ever to get much farther up the salary scale in this new line of endeavor.

Jerry is on the wrong side of \$40 with a vengeance, because his were the tastes of one who had savored for years the flesh-pots concomitant to an income far on the right side of Mr. Wright's

fatal figure.

Still Retains the Joy of Living

His "other living" previously amounted to more than his total income now—but has this robbed Jerry of his joie de vieve, the whole point in other living? Not one whit! Instead of his \$110 apartment in the East Fifties, he now has a \$37.50 flat in the Bronx, but his friends still drop in to see him. Instead of straight bourbon and \$4 Scotch, his highballs are now made from \$1 gin. But it's good gin of a widely advertised and popular brand—and the kick and conviviality is still there.

Instead of paying \$1.50 and up for tickets in Broadway's garish cinema palaces, he sees the same pictures some few weeks later at a neighborhood theater for 30 cents. He still brushes his teeth with Pepsodent tooth paste, bathes with Ivory soap, shaves with Mennen's, drinks Maxwell House Coffee and eats Post Bran for breakfast. He still gets the broadcasts of these varied advertisers on a Philco radio (albeit a cheaper set than the cabinet model he formerly boasted, which was perforce sacrificed because current in the Bronx is alternating instead of direct).

But back to Mr. Wright. Quoting again, "The gravy (of living) is all above the line marked off by \$40. There isn't any under that line. To change the fluid, it's all skimmed milk under \$40!" What,

no gravy (or cream)!—for some 17,854,000 American families! Do the approximately 9,620,000 families earning more than \$40 per week own all this country's 18. 500,00 radios? Do they alone drive our 20,520,000 passenger cars? Is it only these chosen few millions who buy our 75,000,000 weekly tickets to the movies? And can it be possible that only 9,-620,000 families purchase, year after year, this country's annual output of 1,407,224 vacuum cleaners-and the huge volume of many other major items of "other liv-

Deviating for a moment from the Brookings Institution figures, let's glance at the findings of another eminent authority. Under the sponsorship of Business Week, Dr. Virgil Jordan, former economist with the National Industrial Conference Board, made an exhaustive study of American income and expenditure. His breakdown by income groups for various broad classifications of commodities is

most enlightening.

It seems that 60 per cent of our total annual expenditure for goods and services is credited to the drab gentry with family incomes less than \$2,000 (\$80 under the magic \$40 per week). This unfortunate element buys 67 per cent of the output of our clothing manufacturers. They consume 75 per cent of the food sold. Their homes and household equipment account for 63 per cent of the total expenditure in this category. And among the products purchased by this penurious horde of more than 17.000,000 families are of course included in each basic classification, many other than bare necessities-or essentially items in other living.

Mr. Wright remarks that the Ile de France doesn't beckon to the less-than-\$40 multitudes with its luxury. But why does the French Line bid so strongly for Tourist Third passengers? I venture to say this lowly business represents a sizable percentage of annual revenue. And what income brackets travel Tourist Third? The school teacher is typical—and school teachers in this country average \$1,226

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# FIRST in the South!

During January, 1935

## The Miami Berald

Led All Other Newspapers In Advertising Volume In

## THE THIRTEEN SOUTHERN STATES

COMPARISONS				LINES
HAMI, FLA.	(HERALD)	Morn. and Sun.	(First In Florida)	1,388,779
EW ORLEANS, LA.	(Times-Picayune)	Morn. and Bun.	(First In Louisiana)	897,612
DALLAS, TEX.	(Times-Herald)	Eve. and Sun.	(First In Texas)	888,846
OUISVILLE, KY.	(Courier-Journal)	Morn. and Sun.	(First In Kentucky)	800,192
EMPHIS, TENN.	(Commercial-Appeal)	Morn. and Sun.	(First In Tennessee)	748,398
RICHMOND, VA.	(News-Leader)	Eve.	(First In Virginia)	685,000
ATLANTA, GA.	(Constitution)	Morn. and Sun.	(First In Georgia)	656,656
BIRMINGHAM, ALA	.(News)	Eve. and Sun.	(First In Alabama)	542,514
Oklahoma City, Okla.	(Oklahoman)	Morn. and Sun.	(First In Oklahoma)	512,792
LITTLE ROCK, ARE	(Gazette)	Morn. and Sun.	(First In Arkansas)	493,085
ACKSON, MISS.	(Clarion-Ledger)	Morn. and Sun.	(First In Mississippi)	459,315
CHARLOTTE, N. C.	(Observer)	Morn. and Sun.	(First In N. Carolina)	452,881
GREENVILLE, S. C.	(News)	Morn.	(First In S. Carolina)	297,164

And—The January, 1935, Circulation of THE MIAMI HERALD
Was the Largest January Circulation In Its History!

First for Fourteen Consecutive Years In Advertising and Circulation In the Miami Territory

A Good Newspaper Always Prospers When Its Trading Area Is Prosperous.

Metropolitan Miami Is a Prosperous Community.

## The Miami Gerald

FLORIDA'S MOST IMPORTANT NEWSPAPER FRANK B. SHUTTS, Publisher

Member Audit Bureau of Circulations
National Representatives

J. P. McKINNEY & SON 30 Packefolier Plaza, New York 742 Market Street, Son Francisco 600 N. Michigan Assuur, Chicago GEO. M. KOHN, Inc. 900 Walten Building Atlanta, Georgia

Feb. 14

a year, or \$23.58 per week. And to whom does Ralph Dellevie advertise, on the back pages of New York City's Sunday newspapers, his \$70 bargain cruises to the West Indies? Surely there must be a sizable percentage of yearning, under-\$40 unfortunates who clip his coupons and help cram his char-

tered liners!

Again, he says that "long after it has lost its luster, a Cadillac may gravitate into a less-than-\$40 man's garage, but he isn't the man who first takes it from the salesroom floor to make room for another just off the line." Most assuredly not. Why should a man making only \$2,000 pay upwards of twice his annual salary for a car, when he can buy a small one, just as smart looking, for around \$500, which will perform rings around the other, consume half as much gas, and last longer than he will want to drive it?

Neither is your less-than-\$40 man's purse paying for big second-hand automobiles. Any automobile man will tell you they are a drug on the market. No, this poverty-stricken person drawing \$35 every Friday knows better. The up-keep on heavy old second-hand cars comes too high. With a down payment of less than a month's salary, he can drive away a brand new, slick-looking streamlined model, with every modern gadget.

## To Whom Does Mr. Ford Sell His Cars?

Henry Ford recently announced 1935 production schedule of 1.000,000 units. Chevrolet and Plymouth quotas are comparable. Do the master minds of the motor industry expect only two-fifths of the nation's families to absorb this materially increased output? answer is "no," as expressed in Mr. Ford's own words, "Where else can you sell cars-or anything else-except to wage earners. There aren't enough people of any other kind to support any indus-And an automobile might be considered the acme of other liv-

According to Mr. Wright there are many plants in the land run-

ning on short time, with a decidedly uncertain future, because there are not enough purchasers who can separate enough money from the expenditures that must be made to afford luxury spending, or even moderately generous spending for things that do not actually have to be bought. That may be true, although the turn of the year seems to find business in general looking up in most encouraging fashion.

#### Results of a Recent Survey

But why blame that state of affairs wholly on less-than-\$40 fami-In the series of surveys recently conducted for Sales Management by Ross Federal Service, there is one of particular pertinence in this connection. We all know that our economic situation showed a decided improvement in 1934 as against 1933—more employment higher wages, shorter hours. greater profits for industry. Ross Federal set out to learn what classes of consumer had more spendable income, and how they planned to spend it.

First among the interesting facts found was that unskilled labor had benefited most from improved conditions. Eighty-eight per cent of your typical less-than-\$40 millworkers, switchmen, janitors, truck drivers and porters had as much or more money to spend, over and above pressing obligations. Second, 70 per cent of those with more money to spend said their gain was from 10 to 30 per cent. And third, nearly half planned to make one or more major purchases within the next six months-and of these slightly less than half planned

to buy an automobile.

Among the other major purchases planned were furniture, electric refrigerators, home remodeling, radios, washing machines, pianos, oil burners, etc.—all items

in other living.

Or to cite the automobile again as a prime factor in other living, and key index to where we stand today and whither we tend. Certainly, in 1929 few industries were more spread out than the automobile manufacturers. None was

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Announcing



HERBERT J. DONOHOE

Vice-President
and Advertising Manager

Stage PUBLISHING COMPANY

50 East 42nd Street NEW YORK

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tuffe ill never get out of the red"

he could step up his turnover if he'd step up his

I.Q. (Idea Quotient) is equal to "ideas produced" divided by "men employed."

Stagnation in the warehouse is one of the surest symptoms of a low I.Q. Manufacture what you will . . . unless your company can also produce ideas, you'll find inventories going up, turnover going down.

Men whose planning must move merchandise find Printers' Ink a valuable ally. Not because it pretends to do their thinking for them . . . but because it stimulates them to do their own.

This very issue confirms our assertion • • •

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more guilty of the broad expansion which "brought into being our enormous manufacturing capacity that can outlet only into homes where there is money for more than necessities." Yet it is authentically reported that the 1935 Ford will be assembled in no less than twelve branch plants—that \$2,000,000 will be spent in eularging the capacity of the mammoth River Rouge home plant.

Very truly, Mr. Wright points out that it was for less-than-\$40 people that manufacturers brought out the less-than-\$100 refrigerator; that the more-than-\$40 people can use and pay for a real, life-sized refrigerator. But which type of refrigerator keeps the wheels of mass production moving? What percentage of Frigidaire's 500,000 units planned for 1935 will be of the \$100-and-up variety? Fortunately for the manufacturers of this comparatively new commodity, they had the evolution of the automobile to point a merchandising moral.

It will be recalled that in 1909 Cadillac and Ford, along with all other motor makers, were battling for a share of the same cir-cumscribed, high-priced market. Strange as it seems now, these two cars sold then for approximately the same price, around \$1,100. Not until the automobile had been in commercial production for more than a decade did the wizard of Dearborn envision the tremendous potential of our wage-earner market, and set the original pattern of mass production for a luxury ar-Why shouldn't the refrigerator makers take a well-thumbed and time-tested page from the hectic history of this sister-indus-

We are further advised by Mr. Wright that only the more-than-\$40 people "can buy a great wide range of fine things—the medium-to-fancy automobiles, the swanky and really satisfying golf outfits, the household labor-saving appliances, including the all-electric kitchens, the things that men and women buy just because they want them and not because they have to have them."

In the matter of automobiles-

if 90 per cent of our production consists of cars in the lowest price range . . . if, as Mr. Ford says, wage-earners must buy them to support such production . . . if 1934 sales were so good, and 1935 prospects are so rosy as the motor makers state—does it mean a tinker's damn to the state of our economic health whether or not these wage-earners can buy the other 10 per cent of "medium-to-fancy automobiles?" There are several million more-than-\$40 people to take up that small slack.

As for household labor-saving appliances, high-priced food mixers might be considered typical of such articles. It is interesting to note that in a recent check-up in a Mid-Western city, among seventy purchasers of such a product, chosen at random, the following occupational groups accounted for thirty-six of them.

Clerk Stenographer Mechanic Bookkeeper Teacher Floorman Nurse Policeman Healer Checker Truck Driver Filling Station Attendant Charwoman Deputy Sheriff Motorman Tester Ticket Agent Plumber Apprentice Fireman Riveter Student

Of the thirty-seven occupations represented these twenty-two are pretty sure to pay, in that section of the country, less than \$40 a week. Yet such are the wage-slaves who bought more than half of these high-oriced food mixers.

There are plenty of examples to cite of luxury living in lower income brackets—but space forbids. The point is, that as an advertising person addicted to a daily diet of

eb. 14, 1935 production owest price Ford says them to . . if 1934 1935 prosthe motor lean a tinof our econot these the other m-to-fancy

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market information and merchandising facts, I simply cannot sub-scribe to Mr. Wright's arbitrary stand. When he seriously states that, "Life begins at \$40 and sales begin at this same point . . . Life for the man and for business begins at \$40. And it begins for advertising right at that same point."-Well, it

just won't wash. Indeed, "j'accuse and O, Boy!" Isn't Mr. Wright rather hoist on his own petard in painting such a pitiful business prospect? All his doleful figures are admittedly based on 1929 statistics—the all-time peak year of prosperity in this country. It was then that more than 60 per cent of our families were earning only \$40 a week, or less. If life wasn't worth a wage-earner's sweat or an advertiser's effort back in those halcyon days, will it ever be? Too bad!

O'Shaughnessy Opens Offices

O'Shaughnessy Opens Offices

James O'Shaughnessy, whose resignation as vice-president of Outdoor Advertising, Inc., was reported recently in PRINTERS' INK, has returned to the work of general counseling in advertising, with offices at 17 East 42nd Street, New York.

This is the second time Mr. O'Shaughnessy has entered the field of advertising and marketing activity. On his retirement as executive secretary of the American Association of Advertising Agencies, he offered his services to advertisers, agencies and medium owners as counsel. He later gave up free-lance counseling to become business manager of Liberty. On the change of owner-ship of the magazine he was elected vice-president of Outdoor Advertising, Inc.

Mr. O'Shaughnessy conducted an advertising agency prior to the formation of the Four A's. Before that he was advertising manager of the Chicago Examiner.

Examiner.

. . Joins Reach Agency

F. R. Risley, who formerly operated an advertising agency at Jamestown, has joined the Chas. Dallas Reach Adver-tising Agency, Newark, N. J., as a copy writer and assistant account ex-centive.

Death of S. T. Steen

Samuel T. Steen, for twenty-two years a member of the advertising staff of the Philadelphia Public Ledger, died recently at that city, aged sixty-three.

Has Posner Shoe Account

Hirshon-Garfield, Inc., New York agency, has obtained the advertising ac-count of Dr. A. Pomer Shoes, Inc., New York.

# GOOD COPY

born of conviction begets conviction

HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave. New York City

### Wolf Award to Hoffman

Jury Picks Leading Packages in Thirteen Classes—New Technical Development Awards Also Made

THE winner of the fourth Irwin D. Wolf trophy for the best package developed and placed on the market during 1934 is the Hoffman Club Soda bottle, used by the Hoffman Beverage Company and designed by Thomas D'Addario,



of that company. This award and other awards for distinctive merit in packaging design and for merit in technical packaging development were announced on Tuesday of this week by Alvin E. Dodd, executive vice-president of the American Management Association, sponsoring organization for the competition.

The winning packages and all of the more than 400 entries will be exhibited at the Fifth Packaging Exposition to be held at the Palmer House, Chicago, March 5 to 8.

The Hoffman Club Soda bottle also was judged first in the glass container classification. Containers, which won awards for distinctive merit in packaging design, together with packages in these classifications which won honorable mention follow:

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Tin containers: Commander Motor Oil can. Entered, used and designed by Montgomery Ward & Co. Honorable mention: Pebeco Tooth Powder can. Entered by Continental Can Co.; used by Lehn & Fink Products Co.

Glass containers: Hoffman Club Soda bottle. Entered by Hoffman Beverage Co.; designed by Thomas D'Addario. Honorable mention: Caldwell's Rum for Cocktails. Entered and used by A. & G. J. Caldwell, Inc.; designed by Egmont Arens.

Molded plastic container: no award.

Wood containers: Fancy fruit and vegetable display crate. Entered, used and designed by General Box Co.

Tubes: Colgates' Rapid Shave Cream, giant size. Entered and used by Colgate-Palmolive-Peet Co.; designed by Simon de Vaulchier.

Visible display packages: Pepperell Sheets package. Entered and used by Pepperell Mfg. Co. Paper bag and envelopes: No

Set-up boxes: Keebord Typewriter Paper package. Entered and used by Whiting-Plover Paper Co.; designed by Verne Hobbs. Honorable mention: Gift box for golf balls. Entered by W. C. Ritchie & Co.; used by Wilson-Western Sporting Goods Co.; designed by Paul S. Rumpel and Don McCray. Honorable mention: Box for playing cards. Entered and used by R. H. Macy &

Folding cartons: Spark plug box, standard quality. Entered, used and designed by Montgomery Ward & Co. Honorable mention: Single-faced corrugated carton for pastry. Entered by Van Doren & Rideout; used by Commodore

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Perry Hotels.; designed by Chas. K. Ellsworth.

Genuine Chevrolet Canisters: Armature Canister. Entered by Sefton National Fibre Can Co. Family of packages: Package for Old Schenley Rye Whiskey. Entered and used by Schenley Distributors, Inc.; designed by George Sakier. Honorable mention: Chevrolet Service Parts. Entered, used and designed by Chevrolet Motor Co. Honorable mention: Hoffman's Entered and used by A. H. Hoffman, Inc.; designed by John A. Farmer. Honorable mention: Gifford's Inn. Rye Whiskey, Canadian, Bourbon, Gin, Apple-jack. Entered and used by L. Bamberger & Co. Honorable men-tion: Rux-Tone Paste, Mucilage and Rubber Cement. Entered and used by Ruxton Products, Inc.; designed by Geo. L. Welp-IPI Corp.

Display containers: Container for Encyclopaedia Britannica, Jr. Entered and designed by Arthur S. Allen. Used by Encyclopaedia Britannica, Inc. Honorable mention: Fisher Sink Fixture display container. Entered by Frankenberg Bros.; used by Fisher Brass, Inc.; designed by Lang, Fisher & Kirk Advertising Agency. Honorable mention: Adams Chewing Gum package — Tutti - Frutti, Spearmint, Peppermint. Entered and designed by Clarence Cole; used by American Chicle Co.

Packages displaying merchandising ingenuity regardless of adaptation of art: Canco Fibre Milk container. Entered and designed by American Can Co.; used by Castanea Dairy Co. Honorable mention: McCahan's Sunny Cane Sugar carton. Entered by Robert Gair Co.; used and designed by W. J. McCahan Refining and Molasses Co. Honorable mention: Fisher Sink Faucets container. Entered by Frankenberg Bros.; used by Fisher Brass, Inc.; designed by Lang, Fisher & Kirk Advertising Agency.

Shipping containers: 4 Piece Quick Removable Tierce Head with Curled Bilge Hoops: Entered and used by The Procter & Gamble Co.; designed by T. S.



### THE WIDENING CIRCLE

F you could follow the faring of each copy of Punch in any given issue, you would see the 125,000 readers you bargained for multiplied again and again and again. For Punch, like no other paper in British journalism, gets "passed along" for others to read. Conservative estimates give an average of ten readers to every copy. From its original circulation, it filters out to wider and wider circles, carrying your advertisements and selling your product to an always bigger and bigger public. Further, it goes abroad-to every English-speaking corner of the world. And from all these travels it sends you back results. Here is a selling force that should be in the very forefront of your space-schedule. Is it there? If not, make sure your reasons are sound!

## PUNCH

MARION JEAN LYON, ADVERTISEMENT MANAGER, PUNCH: 10; BOUVERIE ST., LONDON, E.C.A. ENGLAND, MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS Eagen. Honorable mention: Pad-U-Pak Berry crate. Entered and used by Paducah Box & Basket Co.; designed by Julien C. Miller. Honorable mention: Chipping container for Granular Aero Cyanamid. Entered and used by American Cyanamid Co.; designed by artists: Huckens, Smith & Mitchell Fenberg; G. B. Winner & R. W. Lahev.

Miscellaneous: Gift wrapping for bottle of Macy's wine. Entered and used by R. H. Macy &

Co.

The awards given for the most important new technical developments embodied in packages placed on the market during 1934 were as follows:

Winners: Molded pulp dispens-

ing container for oil. Entered by National Folding Box Co. Contributors: Scovill Mfg. Co.; development of metal closure. Shipping container for 100 pounds of Granular Aero Cyanamid. Entered by American Cyanamid Co. Contributors: automatic packing machine: Bagpak, Inc.; part of advertising design: G. B. Winners; construction of bag, moisture-proofing, part of advertising design: R. W. Lahey. Westite closure for tubes. Entered by F. J. Stokes Machine Co. (C. J. Westin, chief designer); originators of process, Standix Cartridge Lubrication System Kit. Entered by American Corp.
The Lubrication Corp.; Bendix Aviation Corp.

"School's Out"

AFTER thirty-six years of work in advertising, J. K. Fraser, senior partner in The Blackman Company, New York agency, is going to take life easier. His decision is announced in a bulletin sent to his associates. Headed "School's Out," it reads as follows:
"As our organization has rapidly improved in self-starting abil-

"As our organization has rapidly improved in self-starting ability, more and more I have been excusing myself from current affairs. Now we have reached a point where I feel safe in taking a step which for some time I have been looking forward to taking. I am formally retiring from all active responsibilities.

"After working for me fairly hard for some thirty-six business

years, I expect that my mind will get bored with tagging me around the golf course, the squash court and the contract table, so I am keeping my office here. When, as and if the mood strikes me, I plan to take some sporting plunges into interesting problems of advertising, of clients, or of The Blackman Company.

"When I am in town I will probably be here mornings. If you should ever want to get away from O. K.'s and closing dates, drop in. You will find the door barred against them, but open to you."

Mr. Fraser became associated in agency work with the late O. H. Blackman in 1911, succeeding him as head of the business in 1922.

### Death of Oscar Meyer

Oscar Meyer, president of the Meyer Both Company, Chicago, advertising service, died last week at Chicago. Mr. Meyer founded his company with William C. Both originally as a commercial art business later developing the idea of syndicated advertising with which his company became identified. He was especially active in working for the Federal Copyright Act which was a very important factor in the development of the syndicate advertising business. Mr. Meyer was fifty-nine years old.

Buffalo Chamber Honors Comstock

Henry Walker Comstock, executive vice-president of Addison Vars, Inc., has been awarded the National Junior Chamber gold key in recognition of his civic service to Buffalo in 1934. He is past president of the Buffalo Junior Chamber of Commerce.

Widney Joins Getchell

Carl E. Widney, formerly account executive with Lord & Thomas, has joined the Detroit office of J. Stirling Getchell, Inc., as contact man. IN the average and we stout brewe trol and submit Jose minist

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### Mr. Choate, Ad Critic

In the light of its recently announced regulations relating to the advertising of distilled spirits and wine and of beer, ale, porter, stout and other products of the brewery, the Federal Alcohol Control Administration will "review and comment upon" advertising submitted to it.

Joseph H. Choate, Jr., the administration's director, points out that the regulations do not require the submission of copy before its dissemination, but that, since the promulgation of the regulations, a large amount of copy has been submitted.

How long the administration will continue to review and comment will depend upon the volume of material that comes in. When the volume grows so great as to impede the administration's other activities, then, says Mr. Choate, this special activity may necessarily be discontinued.

Meanwhile, the administration hopes that advertisers will submit material "only when bona fide doubt exists as to whether the material conforms to the regulations."

Pursuant to its own regulations, the Code Authority for the Distilled Spirits Industry has been requiring submission before dissemination; and, says the announcement, "the adoption of the policy of the administration with respect to the submission of advertising material is not intended to disturb the practice pursued by any of the code authorities in commenting upon advertising material submitted to them."

### Adds New Accounts

The Lite Soap Company, Aurora, Ili., has placed its advertising account with Schwimmer & Scott, Chicago advertising agency. The following Chicago companies have also placed their accounts with this agency: Mills Hospital Supply Company; Hollywood Mask Corporation, cosmetics; and Spray-Way Washing Machine Company.

#### Appoint Martin Agency

The Superior Textile Mills, New York, shirt manufacturers, the Tanners Shoe Company, Boston, and the Standform Printing Corporation, New York, have appointed the Martin Advertising Agency, New York, to place all of their newspaper and magazine advertising.

### Park, Jr., Advanced

John Park, Jr., who has been a memher of the local display staff of the Raleigh, N. C., Times, is now serving as business manager of that publication, of which his father is publisher.

### Gets Hanley Ale Advertising

Harold Cabot & Company, Inc., Boston agency, has obtained the advertising account of the James Hanley Company, Providence, ale.

### Becomes a Weekly

Beverage News, New York, will hereafter be published weekly instead of monthly.

### Mackie Joins New Lumber Group

J. E. Mackie is manager of a new organization of cedar manufacturers, with offices in the West Coast Lumbermen's Association offices in Seattle, to conduct a campaign to broaden markets for red cedar. He was formerly with the National Lumber Manufacturers' Association.

#### Four A's Set Dates

The eighteenth annual meeting of the American Association of Advertising Agencies will be held April 11 and 12 at The Greenbrier, White Sulphur Springs. The executive board will hold its regular quarterly session at the same place on April 10.

#### Has Stearns Account

The Steams Electric Paste Company, Chicago, manufacturer of Steams Electric Paste for rats and roaches, has placed its advertising account with the Mason Warner Company, advertising agency of that city.

#### Hagg Opens Denver Office

Arthur H. Hagg and Associates, publishers' representatives, are opening a branch office in Denver. Jack Perry, of the Chicago office, will be in charge.

### Heads Alabama Publishers

Bruce Shelton, publisher of the Tuscaloosa News, has been elected president of the Alabama Press Association.

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### Public Projects a Source for Direct-Mail Ideas

Associated Oil Takes Bridges for Copy Theme

WITH so many building projects of public interest under way throughout the country—many of them significant in size and importance to the communities in which they are being erected—advertisers might do well to look to these new structures for copy material. If the advertiser's product is being used in or is contributing in some way to the construction, these projects make especially good copy sources.

Where the product does not enter into the picture directly, the public's interest in a new community library, a new bridge or highway is such that if a copy approach—even by analogy or merely in the interest of developing good-will—can be found, it will likely find an interested audience. Photographs, historical background, maps, comparisons with similar structures, and other pertinent information can build attention value for booklets, mailing pieces and other types of advertising.

In San Francisco, for example, the world's two largest bridges—the Golden Gate and the San Francisco Bay bridges—are now under con-

struction. Taking advantage of the public interest on the Pacific Coast in these projects, the Associated Oil Company has been using them as a theme for a direct-mail campaign that is proving highly successful and creating much favorable comment. Harold R. Deal, sales promotion and advertising manager of the company, developed a plan of incorporating a striking pictorial history of the bridge construction plus a dignified sales message in a direct-mail series which parallels the work on the structures. The result was the establishment of series of bi-monthly folders printed on a high-grade stock, each folder containing a gravure process photo of an outstanding new development in the bridge construction together with an appropriate explanation.

The first printing was a copyright picture of the half-completed Marin tower of the Golden Gate bridge, taken by the Associated Oil Company's plane, "Flying A." This was mailed to some 8,500 presidents, vice-presidents, engineers, purchasing agents and officials of large industrial corporations and

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The second of the series showed the San Francisco tower of the Bay Bridge and revealed the startling historical fact that sixty-five years ago, "Emperor Norton I," famed eccentric of the early West, issued a proclamation ordering construction of a suspension bridge "at Oakland Point to Yerba Buena, from thence to the mountain range of Saucilleto." That was in 1869, A copy of the proclamation and a short biographical sketch of Emperor Norton are presented on the inside of the folder.

Another folder, appropriately called "The March of Steel," shows the three completed towers of the San Francisco-Oakland Bay bridge that will link San Francisco with its sister cities across the bay, stretching 8½ miles long and tunneling through historic Yerba Buena Island with what will be the world's largest vehicular bore tun-

Because of the quality of the printing each of the series is suitable for framing.

The tie-up in these folders to the company's product is accomplished in a dignified fashion. Copy in the folder devoted to "Emperor Norton," for example, leads up to the company's product with the following product with the following programs of the company's product with the following programs of the company's product with the following programs of the company's product with the following programs of the company of the co

lowing paragraphs:
"Beyond Norton's understanding were the skill in design and engineering required for this vast undertaking, the wisdom and strength of the men, the power and intricacies of the machines of construction, the qualities necessary in fuels and lubricants to operate those machines at fullest efficiency.

"We mention fuels and lubricants especially for they are our contribution to this great work. FLY-ING A Gasoline and Cycol Motor Oils and other Avon and Cycol lubricants, are a credit to Associated, an asset to the bridge-builders. Dependable and of sustained quality under severest conditions, Associated Products are doing a big ich wall."

big job well. . . ."
Separate from these mailing pieces, but in line with the general idea, the company also printed

# 1935

### is another year

SKIES are clearing. Business is optimistic—with more on which to base that optimism than a year ago.

According to National Advertising Records

### SPORTS AFIELD

shows an increase of

1778 lines a gain of 39.5%

over February, 1934

### March SPORTS AFIELD

now on the presses will show an increase of approximately

2589 lines a gain of 37.5%

over March, 1934

THESE increases tell us that advertisers have confidence in this publication and substantiate what they have been telling us about the real job SPORTS AFIELD is doing for them. These fagures show appreciation of the splendid circulation BONUS being delivered at this time.

SPORTS AFIELD is making the "1935 advertising dollar" of its advertisers worth a minimum of

81.25 +

(figuring the bonus of paid circulation only—and not counting any of the big bonus of "Qualified" controlled.)

### SPORTS AFIELD

New York - 369 Lexington Ave. Chicago - 30 No. Michigan Ave. Minneapolis - 900 Phoenix Bidg.

100,000 copies of a pocket-size booklet, "Bridging the Bay," which contains accurate, interesting fac-tual and pictorial information on the bridges. These were sent to the same mailing list as the folders and were also distributed to motorists by means of the company's dealers.

According to Mr. Deal, he is now confronted with the problem of keeping the folders' circulation within reasonable bounds. Requests, even demands, to be placed on the mailing list, he reports, have poured into the company from people who have seen the folders and want to save them as a running record of California's greatest bridge construction projects.

The two bridges, also reports Mr. Deal, have provided a motif for much Associated advertising and publicity and the company is attempting to serve the West with interesting news of their progress, The company's airplane makes regular flights on both bridge projects, taking up-to-the-minute aerial photographs of the progress of construction for use in the directmail series and also for newspapers, picture services and maga-

### La Palina to Gotham

The Congress Cigar Company, a division of the Porto Rican American Tobacco Company, Newark, N. J., has placed the La Palina account with the Gotham Advertising Company, New York. Porto Rican American has, in addition, renewed its Portina and Nurica campaigns with Gotham. Newspapers will be the principal medium used. G. Ellsworth Harris, Jr., vice-president, is the account executive.

Hall Printing Names Srill

E. A. Srill has been named vice-president of the W. F. Hall Printing Company, Chicago and New York, in charge of finances. He has resigned as president of the General Box Company to join the Hall organization on March 1. L. A. Smith, formerly vice-president in charge of finances and R. M. Dailey, comptroller, have resigned from the Hall company. company.

### "Clubs," New Publication

Elks Magasise, New York, has formed a new publication, Clubs, which will be directed to the operating heads of 1,379 Elks Lodges as well as social and fra-ternal clubs throughout the United States. Editorially it will deal exclusively with management and operating problems. It will be represented by the present advertising staff of Elks Maga-

Firth Carpet to R & R

The Firth Carpet Company, New York, has appointed Ruthrauff & Ryan, Inc., New York, to service its advertising account.

### Has Insurance Account

The United Mutual Fire Insurance Company, Boston, has placed its advertising account with Richardson, Alley & Richard Company.

### New York "Times" Appoints

J. R. Cominsky has been appointed as-J. R. Cominsky has been appointed assistant national advertising manager of the New York Times. He will retain direct supervision over rotogravure and magazine section advertising. Louis S. Berger has been appointed manager of the display classified advertising department. Charles B. Emde has been promoted as assistant to Don Bridge, advertising director. Andrew J. Jordan remains as assistant to the advertising director. director.

### Kroger Lends Sherrill to Ohio

C. O. Sherrill has been released temporarily from his activities as vice-president of the Kroger Grocery & Baking Company, Cincinnati, to direct a movement launched by Governor Martin L. Davey to survey the operation of the Ohio State Government with a view to slashing expenses. Before joining Kroger, Mr. Sherrill was City Manager of Cincinnati.

### Now Redfield-Johnstone, Inc.

Following the association of E. F. Johnstone with Redfield-Coupe, Inc., New York advertising agency, the name of the agency has been changed to Redfield-Johnstone, Inc. The agency was founded in 1914 as the Redfield Advertising Agency. Mr. Johnstone formerly conducted his own advertising agency at New York.

### Jaffe with Einson-Freeman

Herman Jaffe, formerly a partner of the Herald-Nathan Press, New York, has become associated with the Einson-Free-man Company, Inc., Long Island City, N. Y.

### Plans National Campaign

O. D. Jennings & Company, Chicago, coin-operated amusement games, have entered the list of national advertisers and are planning a campaign in magazines and club publications,

Feb. 14, 19.

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The National News Weekly for Youth

YOUNG AMERICA, "The National News Weekly for Youth," will appear on newsstands and go into the mails on March 6th.

Check these points. No other publication has them all.

- Sustained magazine interest combined with the action of newspaper presentation.
- Four color Rotogravure. 2.
- 3. Color available in units as small as 200 lines.
- 100,000 guaranteed net paid circulation to wide 4. awake boys and girls.

YOUNG AMERICA is crammed full of stories—sports unusual cartoons and comic strips—interviews with famous people! The latest news in all fields that interest wide awake boys and girls; reviews of books and movies —all illustrated in color.

The Publisher promises to make this publication the reflection of the ideals of American Youth, to be trustworthy and fair in presenting the news, to be clean and clear in writing, to be just and honest in every effort.

> Tear this signature out and clip it to a letterhead for a sample copy and rate card.

ETON PUBLISHING CORP.

32 East 57th Street

New York, N. Y.

## When Advertising Fails

(Continued from page 10)

No acknowledgment was made of the receipt of the inquiries and many prospects lost interest before the booklet arrived.

Failure No. 11—to at least acknowledge inquiries, explain the delay and promise to mail on or

about a certain date.

 Expensive full-page space in a popular magazine advertised a booklet giving further details concerning a new useful household product.

A salesman called, mentioned the coupon inquiry, said "What can I tell you about this revolu-

tionary product?"

The prospect said, "I asked you for your booklet so I could study and learn all about it."

Answer: "I'll tell you anything you want to know"—and launched into a high-powered, quick-closing sales talk.

The prospect insisted he had asked for and wanted the descriptive booklet for consideration and study. But the salesman left no booklet at all!

Failure No. 12—to live up to the advertising and supply the materials advertised even if a quick

sale is not possible.

13. An insurance advertisement offered a free treatise on annuities. The coupon was filled in and

mailed.

A salesman responded, presented the treatise, was told the prospect wanted to learn about annuities so as to be able to select the right kind when his income increased in perhaps a year.

The salesman launched into a long, voluble, not-well-organized sales story and virtually insisted on starting an annuity "before the rates change." The prospect will buy eventually—but with some

other company!

Failure No. 13—to explain to representatives that advertising sometimes leads to quick sales, but when such a sale is not possible, it is wise not to force the issue and lose good-will and future business.

14. A factory turned an inquiry over to a local jobber whose salesman called the prospect by phose and attempted to sell over the wire. No sale.

wire. No sale.
Failure No. 14—to impress the local representative that inquiries should be followed up personally.

not by phone.

15. A prospect noted an interesting advertisement in a magazine and asked for the free literature. Six weeks later when the prospet had all but forgotten his request a local salesman called and found a cold prospect. Probably this salesman says today that "Advertising doesn't help me sell."

Failure No. 15—to follow up a prospect promptly while he's inter-

ested

These 15 cases sound pretty sad, don't they? Most advertisements are more effective. Here's a different case—and probably more typical.

16. A prospect saw an automobile advertisement which interested him and he wrote the manufacturer for the literature on December 13.

On December 15 the local dealer's salesman followed up the inquiry, personally presented the literature and gave a forceful and effective sales talk.

On January 8 the local salesman made a return call, showed and left the brand new automobile catalogs he had just received, and added an interesting sales story.

Then, gauging the caliber of his prospect, the salesman left a new car with the prospect with the admonition, "Drive this car over the week-end with our compliments. The car itself will demonstrate its exceptional value far better than any words can convey."

What happened was this: the advertisement aroused initial interest and located a prospect who was carefully followed up by good salesmanship and a demonstration.

What conclusions can be drawn from the first 15 cases?

That all results? P That so cause it is placed?

Feb. 14, 19

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advertising toward a sale is act men, clerimust do people ar cannot be what their reap the ing. The instruction gestions, advertising plained from the sale of the

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That all advertising fails to get results? Positively not.

That some advertising fails because it is not properly planned or placed? Without question.

That other advertising fails due to faulty follow-up and poor correlation with selling? Undoubt-

For in a large number of cases, advertising is the starting point toward a sale. But before the sale is actually consummated, salesmen, clerks and other individuals must do their part. And these people are not mind readers and cannot be expected to puzzle out what they should do in order to reap the full rewards of advertising. They must be given explicit instructions, be offered direct suggestions, and have the functions of advertising as well as selling explained fully so that they can perform their proper part.

So let us not criticize advertising unless the advertising itself is at No prisoner at the bar is convicted or sentenced until he has had a fair trial. Advertising should be given the same privilege.

When advertising fails to produce results, let an investigation be made to determine exactly who or what is at fault and where the blame logically lies. But the important thing is not placing the blame on any one person, department or sales vehicle such as advertising. The really important thing is to gain a lesson from such studies so that future activities will be more productive of the maximum amount of tangible results. For only results are profit-

### Death of C. G. Krogness

C. George Krogness, Sr., seventy-two, Pacific Coast advertising representative, died recently at San Francisco. For many years he was general manager of the Minneapolis Tribusse. He went to San Francisco in 1921 and since that time has been advertising representative there for the New York Sun, Baltimore Sun and the Boston Globe.

### Heads Michigan Dailies

George C. Handy, publisher of the Ypsilanti Daily Press, has been elected president of the Michigan League of Home Dailies.

### A VAST MARKET. **ONLY SLIGHTLY TOUCHED**

-17,000,000 FOREIGN BORN

-WITH DEPENDENTS-30,000,000 PEOPLE

-OVER 10,000,000 FOREIGN LANGUAGE READERS

-OVER 1,000 PUBLICATIONS

We know their living conditions, buying habits and their languages.

We know what publications to select.

We are not an agency-we are counselors to advertisers. advertising agencies and publishers on

### Advertising Publicity and Merchandising

We prepare market analyses, surveys, original copy in the languages, illustrations, adapt your copy and translate itsubmit merchandising plans, handle publicity, place advertising.

BROCHURE and REFERENCES MAILED on REQUEST

### ARNOLD K. ISREELI & ASSOCIATES

FOREIGN LANGUAGE COUNSEL 41 East 42nd St., New York City MUrray Hill 6-2966

### PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell
John Irving Romer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING Co., INC. 185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President DOUGLAS TAYLOR, Vice-President R. W. LAWRENCE, Secretary DAVID MARCUS, Tressurer

G. A. NICHOLS, Editor C. B. LARRARES, Managing Editor R. W. PALMER, Associate Editor ANTHUR H. LITTLE, Associate Editor BERNARD A. GRIMES, News Editor H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES
Chicago, 6 North Michigan Avenue: Andrew
M. Howe, Associate Editor; P. H. Erbes, Jr.
Washington, 1208 Carpenters' Building:
Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2;
McDonough Bussell.

ADVERTISING OFFICES
Chicago, 6 North Michigan Avenue; Gore
Compton, Manager.
St. Louis, 915 Olive Streat; A. D. McKinney,
Manager.
Pacific Ceast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.
Subscription rates: 33 a year, \$1.56 six months.
Canada 44 plus duty \$2.66 a year. Fereign \$5.

NEW YORK, FEBRUARY 14, 1935

### Bureaucracy Defeated

Refusal of the Senate Commerce Committee to re-

committee to report out S.5, the Copeland Bill,
and thus shut off public hearings
on the subject—the full story of
which is related in this issue beginning on page 12—opens the way
for the writing and enactment of a
piece of foods, drugs and cosmetics
legislation that will be right.

This development marks a resounding defeat for Senator Copeland and the ambitious bureaucrats in the Department of Agriculture. And, if the interests involved can now display a bit of unselfish common sense—a quality which, through the duration of the war up to date, has been conspicuous largely by its absence—they can have a fair, just and effective law.

The big thing that was wrong with the Copeland Bill from the very beginning was that, through it, the officers and employees of the Department of Agriculture set

themselves up to tell the whole advertising world what it could and could not do. It was a plain proposition of dictating instead of consulting. Theoretically, at least, the tail should never wag the dog; but this is exactly what was attempted.

The Food and Drug Administration—which is under the direction of the Secretary of Agriculture was ambitious to get what approached absolute power in the foods, drugs and cosmetics field. When they could not get this power under the present system, they undertook through the Copeland Bill to change the system.

The other day Judge Otis in a Missouri federal court caustically criticized the Department of Agriculture for presuming to interpret laws rather than merely to enforce them. Seemingly, the bureaucrats wanted things fixed so that a judge could not say such things to them.

All through the various Copeland measures, beginning with S. 2000, that weird measure of unhappy memory introduced in January, 1934; extending through S. 2800 and two subsequent re-writes of that bill; and carried over into S. 5, the present measure, which has now been practically shelved, the big object always seemed to be power and more power for the Department of Agriculture. The proponents would yield on almost any other phase, but not on this one.

Business men of the highest repute—including advertisers, publishers and advertising agents—were unfairly subjected to bitter criticism and even to abuse because they were not complacent about this grant of arbitrary power.

They were placed in the unenviable light of opposing legislation to prevent and penalize the adulteration and misbranding of foods, drugs and cosmetics—legislation that they actually favored and for which they were willing to fight. What they opposed was giving the Department of Agriculture regu-

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latory control over these three great industries.

They were ready to fight for the abolition of fraudulent and indecent advertising. But, because they objected to giving the Secretary of Agriculture power to tell the advertiser what he must do, can do or can't do, they were classed as reactionary tools of the predatory interests—whatever that may mean.

But let's not worry about that. There is now an opportunity to get a bill that will stop misbranding and adulteration and insure honest and decent advertising. The overwhelming ambitions of Senator Copeland and the Department of Agriculture seem to have been disposed of for the moment. thing that remains is for the food interests to show less prima donna icalousy toward the drug interests and vice versa. The re-opening of this matter should not mean that there is going to be a knock-downand-drag-out fight-something for which there is not the slightest necessity. There was enough civil war last year and the result was that the Food and Drug Administration oligarchy almost had its wav.

The personnel of the Senate sub-committee which is going to conduct hearings and write a new bill, is sufficient evidence that the thing will be done decently and in order if various manufacturing and advertising interests do not play the dog-in-the-manger act—if personal ambition is not allowed too much sway.

Senator Clark, the chairman, is a man who knows law, who has not taught it but who has practiced it in court rooms. Senator McNary is an eminently able judge who has long practiced and administered laws—also in court rooms.

With this sort of setup, there is an opportunity to make a logical approach to the task in hand—to get off to an entirely new start. The present law is plainly defective in certain particulars. These can be corrected.

To give credit where credit is due, it is in order to emphasize here that it was because of the introduction of the Mead Bill, written by James F. Hoge, that Senator Copeland's carefully laid plan to have his amended measure reported out, was sat upon. Sentiment crystallized around it and protests against the railroading of S. 5 made the Commerce Committee very properly decide to give all elements their day in court.

Now with all this out of the way, it is of course assured that the Copeland Bill, Charles Wesley Dunn's McCarran Bill and the Mead Bill will be properly correlated. Business as a whole is to be congratulated upon this happy outcome.

The Postman Whistles—Once Well, the Stamp Act is over—at least momentarily—and the curtain goes down before an audience still breathless. And as the velvet descends, the spotlight picks out, center-stage, the shiny-pated and somewhat groggy central figure in a one-man tableau—General Jim Farley, Inflationist No. 1.

General Jim has just fought his way out of a welter of postage stamps, imperforate. That is, the stamps remain unpunched. How the General feels is another matter.

Ere long, some New Deal historian may set it down that, in January of the Third Year of Roosevelt the Second, the Postmaster General scored a sizzling home run in fiscal statecraft—that, while Congress fiddled with the currency, General Jim, in one whistling blast, blew up the postage.

For did not the General, harried by the Republicans and by the philatelists (who constitute, of course, still another party) hoist his hecklers by their own petard? They had nipped at him because, in an unguarded but generous moment, he presented to a little circle of intimates a block each of a new stamp issue; and when the Republicans roared and the stamp hounds howled and would listen not at all to the General's explanation that it was all in fun, what did the General do?

He acted. Through the press agent's division of his department, he said, in effect: "All right. Just for that you can all get off!" And smack on the open market he slapped more blocks of imperforates-blocks and blocks in quantities unlimited. And thus, in a single swipe, he divested of value errant and embarrassing square foot of engraved paper that somehow got loose somewhere, and before you could say Senator Robinson, acquired the dizzy price of \$42,000.

Thus far, the General seems to be on top. But those who use the mails regard his achievement with feelings highly mixed. For, if the principle of debasement is to spread, we clearly can visualize the time when it will cost, in postage, \$47.50 to mail a postcard.

What Will Be In an economy the Heritage? whose functioning depends upon the continuing operation of a cycle of production, distribution, and consumption, no detail of the economic mechanism can safely be ignored by those whose immediate tasks are confined to any segment.

Thus, no man engaged in merchandising can afford to isolate himself against knowledge of what is afoot beyond his immediate horizon. No man engaged in work that contacts the public as intimately as does advertising dares close his mind to any phase or facet of public sentiment.

Time was when an advertiser's sum of knowledge about people needed rise no higher than a shrewd understanding of the people's reactions to such influences as fashion. More recently, advertisers have come to realize that there is astir a newer and broader and much more powerful influence called confidence.

Nor is this confidence concerned with what is likely to happen to-morrow. The people—and they are the advertisers' customers—are looking into the future with long-range telescopes. They are concerned with what is likely to happen to themselves; but more keenly are the more intelligent among them concerned with what is likely to happen to their children.

"I want security for all," says Glenn Frank, "but I want it in terms of a civilization that knows how to correlate security and freedom. As I watch the relentless encroachment of the state, in one European nation after another, upon private enterprise and political liberty, I want more than ever to be able to will to my son an America in which a great economic leadership has made possible the preservation of the inspiring advantages of private enterprise and political liberty by boldly recasting its economic policies for the distribution of wealth in the light of its technical processes for the production of wealth."

In Congress, social legislation is simmering. Inevitably, the whole problem must become the concern of every literate citizen, and of every intelligent business management. And if advertisers hope to sell goods in markets unmuddied by curb-stone experiment, then advertisers must inform themselves—and right soon—on this broad subject of social security, to the end that they may contribute to the problem's solution informed and level-headed thinking for the general good of their business.

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### **More Than Good Measure**

A short, short story

Esquire's January net paid circulation was in excess of 220,000—which means that advertisers using Esquire now, in advance of the rate adjustment which becomes effective with the June issue, are getting a circulation bonus of very nearly 50%



# February Magazine Advertising

1935	1935	1934	1933	1935	1934
Page	s Lines	Lines	Lines	JanFeb.	JanFel
Fortune 92	57,986	42,739	25,891	104,912	82,37
Motor Boating (Show No.)131	56,673	50,382	39,204	77,409	66,79
Yachting (Show No.) 76	c48,158	36,636	25,740	73,248	51,69
Town & Country (2 is.) 46	30,991	25,778	21,049	52,922	46,02
Cosmopolitan 53	22,575	22,522	21,240	40,568	38,10
Esquire 31	a21,067	10,080		48,366	21,16
The Spur 31	20,832	21,154	17,040	36,330	37,28
Redbook 44	18,693	14,692	14,053	30,083	22,65
House & Garden 27	17,256	17,536	13,597	29,519	28.84
American Magazine 39 Popular Mechanics 76	16,936	15,045	21,675	26,636	25,74
Popular Mechanics 76	16,912	13,244	13,664	32,200	24,89
Nation's Business 39	16,584	15,177	12,983	31,297	29,84
House Beautiful 25	15,862	10,559	5,800	23,503	15,67
Vanity Fair 24	15,289	18,763	14,386	30,738	30.87
Better Homes & Gardens 34	15,198	15,187	14,652	23,434	23,20
Banking	15,150	11,859		22,920	19,92
American Home 24	15,076	8,424	6,112	23,344	14,01
N. Y. Met. Edition 32	20,424	10,251	d	33,107	17,50
The Sportsman 21	c13,972	c12,586	8,047	23,324	18,45
Country Life 20	13,748	9,912	13,148	22,127	18,11
The Instructor 19	12,926	10,334	15,029	20,245	17,36
Modern Mechanix & Inventions 57	12,759	9,341	8,635	22,396	17,44
Popular Science Monthly 29	12,261	10,383	9,336	25,160	21,65
Physical Culture 28	11,830	10,364	12,645	19,308	16,25
Forbes (2 Jan. is.) 27	11,511	10,708	8,228	b11,511	b10,70
Boys' Life 16	11,088	9,578	9,470	16,386	14,45
Sunset	10,791	6,612	4,994	18,581	12,01
Field & Stream	10,471	7,664	5,810	19,480	13,58
Atlantic Monthly 46	10,260	5,731	6,245	17,958	9,714
Christian Herald	10,072	9,756	9,848	17,832	18,65
The Grade Teacher	10,032	8,221 24,696	7,849 13,963	16,388	13,20
The Chicagoan 14	9,107	9,596	7,624	18,816	e24,69
Screenland	8,924	9,663		15,518	15,45
Silver Screen         21           Modern Living         21	c8,908	7,511	6,837 4,857	15,321	15,40
Radio News	8,253	7,475	7,241	15,826 16,695	13,53
Motion Picture 19	8,187	12,808	13,794	17,701	14,19
Movie Classic	8,187	12,706	13,665	17,701	22,3%
Polo	8,102	9,828	8,064	16,978	18,900
American Rifleman	7.890	6,631	5,789	14,964	13,06
Outdoor Life	7,734	4,575	4,663	12,536	8,181
Life	7,537	6,964	6,198	14,242	13,46
American Boy 10	6,679	3,413	5,724	11,255	7,99
Real Detective	6,596	5,685	6,509	13,491	11,29
National Sportsman 15	6,433	4,653	3,516	10,668	9,149
Harpers Magazine 28	6,356	8,260	8,596	11,872	14,25
Sports Afield 15	6,274	4,700	3,691	9,666	11,384
Extension Magazine 9	6,071	5,941	9,505	12,469	11,982
Elks Magazine 14	6,006	3,718	3,931	11,011	8,294
Screen Romances 14	5,948	8,151	5,264	10,604	14,691
The Stage 9	5,948	6,552	2,756	9,206	8,84
American Golfer 9	5,930	4,177	3,425	12,794	10,399
Hunting & Fishing	5,693	4,056	3,434	9,531	7,305
St'tling Detective Adventures 13	5,560	4,514	3,717	11,429	9,33
Judge (Jan.)	4,990	5,176	4,863	b4,990	b5,170
Uni. Model Airplane News 12	4,948	6,290	4,965	13,690	14,73
National Geographic 21	4,913	4,963	4,249	8,477	9,49
Acts & Decoration 7	4,900	6,888	3,948	7,336	10,500
True Detective Mysteries 11	4,737	3,553	3,487	8,283	6,13
Scribner's 10	4,361	4,476	, 5,389	10,956	7,550
Scientific American 10	4,351	3,028	3,958	6,482	5,470
Psychology 10	4,310	6,250	5,245	9,650	12,12
American Legion Monthly 9	3,940	4,935	4,774	8,995	8,000
(Con	stinued on f	page 126)			

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18,90 13,06 8,18 13,46 7,99 11,29 9,14 14,25 11,38 11,98 8,29 14,69 8,84 10,39

7,300 9,33 b5,174 14,730 9,490 10,500 6,133 7,550 5,470 12,122 8,000





# THREE CHEERS

FOR ADVERTISING!!!

SEE INSERT OPPOSITE PAGE 32

### PRINTERS' INK

Feb. 14, 1935

Feb. 14, 19

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	JanFeb.	JanFe
Film Fun	9	3,861	5,277	4,642	7,822	11,79
The Forum	9	3,861	3,601	6,435	7,722	7.30
New Outlook	9	3,826	3,735	6,217	7,026	8.0
American Forests	9	3,780	2,730	2,128	6,300	5.33
Review of Reviews	9	3,778	7,112	7,570	8,640	12.22
Open Road for Boys	9	3,770	3,519	4,717	6,623	5.60
Travel	6	3,766	6,897	8,678	9,928	11,79
St. Nicholas	. 8	3,428	1,939	2,650	6,828	4.94
Rotarian	8	3,367	2,113	2,410	6,290	4.30
Munsey Combination	15	3,360	3,472	1,736	6,608	6.81
Broadway & Hollywood Movies.	7	3,154	4,141	5,328	6,861	7.99
Dell Men's Group	14	3,136	3,248	2,240	5,824	6.49
Golden Book	14	3,132	2,829	2,464	7,027	4.90
Asia	7	2,880	2,250	3,564	4,736	5.05
Nature Magazine	7	2,785	1,944	2,473	5,779	3,69
American Mercury	12	2,636	2,801	2,417	4,929	\$,19
Street & Smith's Big 7 Group	11	2,464	1,848	2,240	4,984	4,19
Mag. of Wall St. (2 Jan. is.)	5	2,455	3,972	4,439	b2,455	1.1,97
Picture Play	6	2,365	4,197	4,054	5,797	8,62
The Lion	5	2,270	2,366	2,045	5,065	4.12
Current History	9	2,081	2,838	3,469	4,374	4,34
Street & Smith Combination	8	1,792	896	1,120	3,808	2.81
Blue Book	4	811	833	1,104	1,477	1,45
m - 1			200 101			

### WOMEN'S MAGAZINES

1935	1935	1934	1933	1935	1934
Page	s Lines	Lines	Lines	JanFeb.	JanFeb
Vogue (2 is.)102	64,600	55,843	36,985	117,773	93,886
Harper's Bazaar 71	47,457	45,824	31,921	90,555	82.50
Good Housekeeping109	46,917	42,289	40,477	70,195	64.90
Woman's Home Companion 68	46,100	47.954	49,682	63,923	72.22
McCall's 68	46,045	41,201	47,080	66,522	63,711
Ladies' Home Journal 67	45,589	44,445	51,422	65,661	72,29
True Story 58	24,999	20,850	19,103	35,104	31,273
Delineator 31	20,787	27,062	28,747	28,341	42,14
Pictorial Review 29	19,543	20,959	20,834	33,669	31,099
Tower Magazines 28	a18,789	13.579	15,865	29,485	20,630
Modern Screen 41	17,435	13,727	9,867	25,459	22,347
Parents' Magazine 39	16,844	12,824	13,402	27,865	19,111
N. Y. Met. Edition 43	18,334			618,334	
Modern Romances 38	16,330	13,751	9,607	23,670	21,319
Radio Stars 37	16,042	6,985	1,174	23,542	11,317
Movie Mirror 37	15,665	10,294		23,382	16,026
Household Magazine 21	14,300	13,378	15,069	19,674	22,009
True Romances	13,829	10,086	8,158	19,947	16,317
Love & Romance 31	13,458	9,770	7,959	19,062	15,982
True Experiences	13,307	9,683	5,506	18,998	15,316
Farmer's Wife 19	12,873	11,117	13,636	18,269	17,614
Screen Play 30	12,492	8,788	5,362	19,122	15,851
Radio Mirror 29	12,490	3,388		18,426	4,518
Woman's World 18	12,488	8,259	8,113	17,176	12,800
Holland's	11,989	12,284	11,211	17,038	17,099
Screen Book 28	11,518	7,654	4,935	17,891	14,599
Hollywood 27	11,472	7,442	3,853	17,733	13,276
True Confessions 24	10,208	9,052	6,505	16,249	16,802
Radioland	9,840	5,886	14 550	15,968	22,189
Photoplay 22	9,358	12,132	14,559	17,225	9,950
Needlecraft	7,148	6,322	6,403	11,948	16,422
Shadoplay 16	7,055	8,917	e can	13,866	8,703
Junior League Magazine 15	6,451	4,494	5,638	11,718	6,703
Child Life 8	3,488	3,861	3,670	6,526	9 900
Junior Home Magazine 6	2,631	2,323	0 240	3,490	2,738
Messenger of Sacred Heart 6	1,311	1,720	2,240	2,540	2,130
Totals	662,338	574,143	498,983	1,029,502	931,800

a Larger page size. b Feb. linage only. c No issue.

(Continued on page 128)

1934 Jan.-Fe

1,310,77



Some gains sound big ... the "percent gain" being the newcomer's pet slogan ... but when the gainer's on top and still gains...that's something else.

MODERN MAGAZINES issues for February a year ago led the group field. They were the "top."

A year later these magazines are still on top, carrying more pages of advertising than any other group and showing a linage gain of 45%. This leading position means MODERN MAGA. ZINES get results. And re-member, the gain is from the top ... UP

MODERN MAGAZINES

### NATIONAL WEEKLIES (4 January Issues)

1931 . Page		1934 Lines	1933 Lines	1935 Jan.	193 Tan
Saturday         Evening         Post         170           Time         193         193           New         Yorker         167         Collier's         79           The American         Weekly         22         The United States         News         21           Literary         Digest         53         Susiness         52           Liberty         41         News-Week         24           Scholastic         12         4           The         Nation         14	116,167 82,751 72,029 54,025 42,527 41,326 24,099 21,989 17,974 10,357 5,306 85,050	107,019 a70,966 72,102 54,614 42,849 a25,985 25,823 17,221 16,054 17,057 4,697 a5,031	102,306 a62,718 55,793 42,752 a49,744 27,425 12,776 17,586 b3,080 5,150 5,436	116,167 82,751 72,029 54,025 42,527 41,326 24,099 21,989 17,974 10,357 5,306 5,050	107,0 70,9 72,1 54,6 42,8 25,9 25,8 117,9 4,6 5,8
New Republic	497,622	465,268	384,766	497,622	465,2
	CANAD	-	nuary Issue	es)	

-		13			
1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.	1934 Jan
Maclean's (2 is.)     29       Mayfair     27       Liberty (4 is.)     37       " exclusively Canadian 11"     36       " in comb. with U. S. ed.     26       Canadian Home Journal     22       Canadian Business (Feb.)     30	20,128 a17,950 15,737 4,485 11,252 15,346 12,788	25,067 14,023 12,505 2,639 9,866 14,356 11,494	23,431 14,423 12,620 8,926	20,128 17,950 15,737 4,485 11,252 15,346 b20,461	25,00 14,02 12,50 2,63 9,84 14,35 b19,06
Chatelaine	10,562 7,640 5,175	11,266 7,520 5,777	8,560 8,588 8,392	10,562 7,640 5,175	7,52 5,77
Totals a Larger page size, b JanFeb. line	105,326 age.	102,008	84,940	112,999	109,58

### Changes on Seattle "Times"

Grand Totals .....

Changes on Seattle "Times"

Brigadier General C. B. Blethens, publisher of the Seattle Times, has made arrangements for his attorney, Elmer E. Todd, and the Ridder Brothers to run the newspaper for one year while he is away on vacation. The Ridder Brothers some time ago bought a substantial interest in the Times, control of which has rested with the Blethens family.

Mr. Todd will be publisher, during the absence of General Blethens, Major Logan is general manager, with Wesley D. Rodbury as his assistant.

Nyman E. Halland will be advertising director.

director.

### Brandeis Joins American Offset

Erich Brandeis, for the last four years sales manager of the B. C. Forbes Publishing Company and circulation manager of Forbes Magasine, New York, has resigned his position to become vice-president of the American Offset Corporation, New York. Before joining the Forbes organization, he was for a number of years with the Hearst Organization and the McGraw-Hill Publishing Company. lishing Company.

### Now One-Cent Daily

The Miami Beach Tribune, which has been selling at 5 cents per copy, has reduced its price to 1 cent.

### Mutual Broadcasting Appointments

2,119,532 1,910,603 1,632,840 3,134,067 2,817,49

Mutual Broadcasting Appointments

Fred Weber, formerly with the National Broadcasting Company and the American Broadcasting System, has been appointed co-ordinator of the Matual Broadcasting System, in which capacity he will have charge of network traffic and station relations. He will have headquarters at the offices of station WOR in New York, R. D. Innis, recently with the business survey department of the Chicago Tribuse, has been appointed manager of sales promotion for the chaim. He will have headquarters at station WGN, Chicago.

### Ludgin Adds Two Accounts

Earle Ludgin, Inc., Chicago agency, has been appointed to handle the advertising of the Powers Regulator Company, beating control equipment, and M. Linkman & Company, Inc., Dr. Grabow pipes and other smoking specialitis, both of Chicago. On the Powers account, architectural and building publications will be used. Magazines will be used to advertise the Dr. Grabow pipe.

### Knapp Names Churchill-Hall

Knapp Electric, Inc., New York, toys, has placed its advertising account with Churchill-Hall, Inc., agency of that city, which formerly handled this account.

Back It" Ser In thos reporte sults f phone tify dea

Fron to Buy wise th using it fication . che adverti

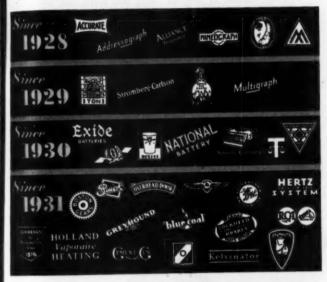
brands

Toda is the tifying



## IMERS in the lassified Telephone Book

"Where to Buy It" Service was introduced nationally in 1928. Here are same of the manufacturers who adopted it early . . , and still use it.



Back in 1927 "Where to Buy It" Service was just a good idea. In those days local advertisers reported exceptionally good re-sults from the classified tele-phone book. But using it to iden-tify dealers of nationally known brands was something new.

From the beginning "Where to Buy It" worked well. Otherwise the old timers would not be using it now. It proved that identification of dealers increases sales ... checks substitution ... makes advertising more effective.

Today the classified directory is the accepted medium for identifying local dealers. You can

be sure of satisfactory and profitable results - through the classi-fied telephone book.



AMERICAN TELEPHONE & TELEGRAPH CO. Trade Mark Service Division

195 Broadway, New York 311 W. Washington St., Chicago

14, 1935 sues)

> 191 Jan 167,0 70,9 72,11 54,6 42,8 25,9 25,8 17,2 16,0 17,9 4,6 5,8 5,8

465.2

1934 Jan. 25,04 14,02 12,50 2,64 14,35 b19,06 11,26 7,53 5,77 109,50

2,817,49 itments

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k, toys, that his ac-

# The Little Schoolmaster's Classroom

CERTAINLY, it did not take a great amount of original sales planning to determine that a manufacturer of lamps and lighting fixtures should join hands with the Better Light-Better Sight campaign inaugurated by the Mazda Lamp Divisions of the General Electric Company. However, it was just this kind of a routine decision, made by The Miller Company, Meriden, Connecticut, that has sold hundreds of lamps.

To derive the greatest benefit from the larger campaign of the Mazda manufacturers, Miller localized its advertising at the point-of-sale. It put out special types of folders, advertisements for local newspaper advertising and—a special type of display.

This display has proved especially effective. From an outward appearance, the lamp that was being advertised was no different from an ordinary type of lamp.

To show the difference in the light that was given, the display was made in such a way that an actual lamp had to be set up with it.

"This immediately set the lamps apart from the ordinary lamps," says H. L. Harrison, director of advertising and sales promotion, "tied in with the national advertising and told the study lamp story. We supplied this display on a net cost basis. Its use is continuing to move lamps for us, and the entire campaign was so successful that we had our factory working extra schedules for several months."

The makers of Atlantic White Flash Gasoline have been capitalizing on an editorial in the Philadelphia Record of January 25. The editorial was headed "Frozen Stiff," and in graphic language depicted what happens to the average motorist when he tries to start his car on a cold morning. The editorial's closing sentences are:



Feb. 14,

"You switch o choke, st "And "Wha Ringin

in this

has use deliver "Mr. Flash quick st

The time to izing of frozen harrowi winter tisers hize on a rule general order One

vertisir better be mad current

P

PAI

"You slip the key into the lock, switch on the ignition, pull out the choke, step on the gas,

"And nothing happens. "What a sensation!"

Ringing the important sentences in this editorial, the manufacturer has used a lot of white space to deliver this simple script message:

Atlantic White Editor: "Mr. Flash plus will solve that-It's

quick starting!"

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The Class has discussed from time to time the value of capitalizing on current events-and a frozen motor is certainly a most harrowing current event during the winter season. Frequently advertisers have opportunity to capitalize on editorial news items, but as a rule they hesitate to stop the general progress of a campaign in order to make this capitalization.

One of the great values of advertising is its flexibility and few better uses of this flexibility can be made than to take advantage of current events as they arise.

The Schoolmaster can always

depend upon Class members to catch apparent inconsistencies in

current advertising.
T. N. Pockman, who gives his ddress somewhat ruefully as Rockville Centre, Long Island, (where snow is snow)" sends in a recent Wesson Oil page showing a picture of two men in a snowy field. Apparently they have been dropped there by a parachute because behind them there are no tracks.

The point of this comment is that advertisers will find that the good old consumer gets a certain amount of sly amusement out of catching what he thinks are errors

in pictures.

Perhaps the most productive type of error is that showing a golfer doing something that golf-The Schoolmaster ers never do. recalls the experience of an advertiser who showed a woman golfing in high heeled shoes. The advertiser himself evidently caught the error too late to stop some of the advertisements, but for advertisements that were appearing in

## . just Booths? Booths .

Ideas, Information. Suggestions. Clues. Hints.

For your greater profit! The Fifth Packaging Exposition, sponsored by the American Management Association, will present the equipment, materials, supplies and services vital to all phases of packaging, packing and shipping.

Concurrent with the Exposition will be a brilliant series of Conferences and Clinics related directly to the Show, participated in by experts and authorities from all parts of the country. From discussions with these experts you can obtain invaluable counsel for your own problems. An outstanding feature of the Exposition will be a showing of all entries in the 1935 A.M.A. Packaging Awards Competition. Special convention railroad rates will apply.



PALMER HOUSE · · CHICAGO MARCH 5-8 inclusive, 1935

### LAST WEEK! THIS WEEK! NEXT WEEK!

and every one of the 52 weeks, the supply and maintenance costs of Roman Catholic church properties average approximately \$10,000,000 for seven days operation.

Sell The Pastor And You Will Sell The Product

### The Bomiletic & Dastoral Review

Catholic Clergy Trade Paper 53 Park Place, N. Y. BArclay 7-3814

Joseph H. Meier 64 West Randelph St. Chicano

TICKETS DAY OR NIGHT FROM ROOSEVELT HOTEL MUrray Hill 6-4070 587 FIFTH AVE. - 253 B'WAY WALDORF-ASTORIA HOTEL

publications with later closing dates he had gone over the picture and painted out the high heels. The trouble with this device was that it left the woman's low heels suspended in mid air as it were, so that she seemed to be making her golf shot while she was standing on tip toe.

In glancing through the pages of "On the Top," a magazine that goes to General Electric Specialty Appliance salesmen, the School-master was attracted by an article that demonstrated statistically the baseless foundation of the discouragement that grips nearly all except veteran salesmen after repeated turn-downs.

It was based on the study of a chart, prepared by George W. Wilson, of the International Correspondence Schools, and showed the results of 102 calls by each of two experienced salesmen. A part of the record of the first salesman, selling in the Pittsburgh district, was as follows: Sold first prospect, twelfth prospect, fourteenth and fifteenth prospects, and so on.

The other salesman, operating in Portland, made seven calls before he secured an order. Two failures followed, then a sale, two more failures, two sales, then eight fail-Between a sale on the twenty-eighth call and the next one on the forty-second there were thirteen failures. But between the fifty-sixth call and the sixty-fourth there were five sales for seven interviews.

Both men finished with approxi-

### PRINTING SALESMEN

We need two experienced salesments. Philadelphia and New York territories Give complete details in first letter All communications treated in street confidence.

THE YORK PRINTING CO YORK, PENNSYL VANIA

having or for direct-ARTIST TOUCHI ING SYS FOR AP 4-5458, N Expert 1 for desir

Classified :

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Address t Hotel Sta Layout Fully rec

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BOX 48 ECONO

Price L inexpen hundre Laurel House you ho

usefuln Send o der, Co

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Thorou printer ences.

### Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

#### HELP WANTED

Printing and Advertising Salesman of proven ability. Familiar with advertising and sales promotion problems and having original and constructive ideas for direct-by-mail publicity. Box 485, P. I.

ABTIST EXPERT IN COLOR RE-TOUCHING. KNOWLEDGE OF TON-ING SYSTEM IMPORTANT. PHONE FOR APPOINTMENT, CHICKERING 4-5458, MR. FRANK CANTER.

Expert Hardware Catalog Compiler for desirable position in Cleveland. Attractive proposition to right man. Address the Cleveland Advertising Club, Hotel Statler, Cleveland, Ohio.

### Lavout and Idea Man Wanted

Fully recognized, soundly financed, long established agency in Michigan wants man who can make layouts that "sing." We believe layouts which need to be "explained" before they can be liked are simply not up to standard. If you can produce half pages that "steal" spreads; if you can take a typical "mail order" ad, with its multiplicity of units, and produce an attractive and compelling job without losing "sales punch," it will not take you long to be promoted to Art Director. Incidentally, if you haven't been interested enough in your work to really KNOW the various reproductive processes, don't bother answering.

A man in his 30's preferred—preferably one who can "sit in" on conferences and help to develop the solid confidence between individuals upon which truly productive accounts are based.

ductive accounts are based.
All samples will be carefully packaged and returned.

**BOX 487** PRINTERS' INK

### MISCELLANEOUS

ECONOMIZE!! Reproduce Sales Letters, Price Lists, Diagrams, Illustrations, etc., inexpensively, \$1.50 hundred copies; add'l hundreds, 20¢. Cuts unnecessary. Samples, Laurel Process, 480 Canal St., N. Y. C.

House Organ Editors! We will show you how to increase reader appeal, trade usefulness, perhaps while cutting costs. Send copy your publication. "No obliga-tion." Bartlett Service, Est. 1919, Boulder, Colo.

#### POSITIONS WANTED

PRODUCTION MANAGER AND ART DIRECTOR

Thoroughly experienced with agencies, printers, manufacturers. Samples. References. Age thirty-one. Box 489, P. I.

#### LAYOUT . ART . PRODUCTION

6 years' Agency experience. Creative style finished Layout Artist. Letterer. Complete charge Production, estimating, buying. Capable Secry.-Sten. Box 493, P. I.

### ARTIST

Complete layout and finished art. 10 years' wide agency experience. Highest type of work. Agency or publication. Box 491, Printers' Ink.

DIRECT MAIL SALESMAN with creative ability. Now with prominent letter-shop. Controls enough business to cover moderate draw or salary. Seeks qual-ity house which competes on mechanical work. Box 482, Printers' Ink.

PRINTING BUYER—Alert woman, 15 years estimating for New York's largest printers—desires position with large organization as printing buyer. Complete knowledge paper, engravings. Available March 1st. Box 490, Printers' Ink.

YOUNG MAN, 28, 12 years' printing experience, ran own plant 6 years, thorough knowledge printing, paper, typography, engraving, layouts, direct mail, solicitation. Seeks connection with future, printer or agency. Box 483, P. I.

#### COPY-IDEA MAN

wishes middle-western or southern job. Capable, adaptable, agency experienced. Specializing Direct Mail, Trade Paper. Salary reasonable. Samples without ob-ligation. Box 486, Printers' Ink.

### COPY-IDEA MAN

Background 8 yrs. experience producing SALABLE agency, newspaper, radio, retail, direct mail copy. Box 492, P. I.

TOUNG MAN, 27, quitting Buffalo agency, would like to go to work as advertising manager or assistant. Seven years' experience. Has ideas, knows copy, layout, direct mail, production and merchandising. Can go anywhere. \$40 per week. Write Box 488, Printers' Ink.

### THE UNUSUAL

Secretary-Stenographer Available

Successful 10 year record, copy, sales promotion, merchandising, contacting. Executive ability. Expert stenographer. College. Age 30. Attractive. Nominal salary. Box 484, Printers' Ink.

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b. 14, 1935

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MEN tories letter strict CO.

IHA S A R 7 INTON

### Advertisers' Index

No responsibility is assumed for any omission

PAGI
American Exporter
American Exporter
Buffalo Times
Chicago American         14-15           Chicago Tribune         136           Chilton Company, Inc.         94-95           Cincinnati Post         82-83           Classified Advertisements         133           Cook's         132           Cosmopolitan         38-19
Des Moines Register and Tribune 2 Detroit News
Esquire
Fortune
Gibbons, Ltd., J. J
Hawley Advertising Co., Inc109 Homiletic & Pastoral Review132
Indianapolis News
Louisville Courier-Journal, Times 24
McCall's Magazine         78-79           Miami Herald         103           Milwaukee Journal         66           Modern Magazines         127
Nation's Business     42-43       News-Week     135       New York Journal     30-31       New York News     22-23       New York Sun     11       New York Times     13
Philadelphia Evening Public Ledger.         71           Pittsburgh Press         68-69           Portland Oregonian         62-63           Printers' Ink Publications         .106-107           Printing Products Corp.         99           Progressive Farmer         29           Providence Journal & Bulletin         5           Punch         .111
Redfield-Johnstone, Inc 88
Sports Afield
Thompson Co., J. Walter 8-9
Worcester Telegram-Gazette 16
York Printing Co132

Advertising rates: Page, \$135; balf page, \$67.50; quarter page, \$33.75; one-inchminimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75. mately the same average. The first sold twenty-five of the 102 prospects he called on—the other twenty-four.

It is very probable that if either had been a new man, he would have become discouraged to the point of quitting before he had bridged the gaps that lay between some of his sales. However, both emerged with a good average, despite temporary lapses, which furnishes excellent basis for the contention that it is not the sequence but the average that counts.

From J. A. Swan, newspaper promotion manager, the Des Moines Register and Tribune, the Schoolmaster has received a copy of a booklet, "How to Use the Daily Newspaper in the Schools"

While, of course, this is a promotion piece designed to build good-will for the paper, it is an interesting example of what publications can do to co-operate with the schools.

There is very little advertising for the paper itself, the text design almost entirely with the way that school children can make use of a good newspaper to help them in their work. For instance, under the heading of English there are the following sub-heads: Letter Writing, Stimulating Imagination, Dramatizing Events, Book Reviews, Selection of Material, Analyzing Situations — Expressing Opinions, Sentence Structure, Punctuation and Spelling, Verbs, General, Vocabulary, and Character Education.

The modern school places great emphasis on the knowledge of current events. It does not, however, make the use of newspapers that is possible. As more publishers, like the Des Moines Register and Tribune, show schools how the newspaper is an integral part of modern education the real value of the newspaper will be understood by educators.

educators.

### Loughran Starts Service

A. J. Loughran has opened his own advertising offices in the Practorias Building, Dallas, Tex. He has been in advertising work in that city for many years. eb. 14, 193 The first 102 pros-

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ewspaper he Des bune, the d a copy Use the Schools," is a proto build it is an hat pubrate with

**lvertising** ext dealthe way nake use elp them nce, unsh there is: Let-Imagina-Book Material, pressing tructure, Verbs. Charac-

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Yet that is exactly what the advertiser does, who endeavors to cover the news-magazine field without the use of NEWS-WEEK.

It is NEWS-WEEK's 100,000-andmore that completes the penetration of one of the advertising industry's most profitable markets.

# **NEWS-WEEK**

Rockefeller Center New York

PRINTER.

NEW AND SUBURBER DALLY
NOILWEIGHT

Secured without the aid of clocks, cookbooks, cakepans, almanacs and other premiums to subscribers!

# Chicago Tribune

TOTAL DAILY CIRCULATION NOW IN EXCESS OF 801,000

"Good Court, where Bank.

private trived For th

Bank e City ar to crea \$375,0 assets .